

E&P

May 19, 1973

Thirty-five cents

Editor & Publisher

® THE FOURTH ESTATE

CHICAGO TRIBUNE

MAY 22 1973

WINS

CHICAGO CIRCLE

PULITZER PRIZE

The Chicago Tribune has just been awarded the 1972 Pulitzer Prize for general local reporting.

The Tribune won the award for a massive vote fraud investigation centering on Chicago's 1972 Primary.

For three months, Tribune reporter, William Mullen, led two lives—working undercover as a clerk in the Board of Election Commissioner's office by day, and working at the Tribune by night, documenting more than 1,000

cases of vote fraud in Chicago's 1972 Primary.

Other members of the Tribune Task Force joined in the investigation. Led by George Bliss—Task Force members Philip Caputo, William Currie and Pamela Zekman labored up to 100 hours a week for four months gathering additional evidence.

Results: (1) Federal indictments of 79 persons. (2) A clean November 7th election. (3) And the 1972 Pulitzer Prize.

Chicago Tribune

A step ahead of the times.

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*"Freedom of the press is one of the
bulwarks of liberty and can never be
restrained but by despotic government."*

George Mason, 1725-1792



A Voice in the Future

Words from the past, concerned with a nation's future. A reminder that the concept of a free press was one of the foundations of this free country.

Looking to the future upholding of that concept, we at Copley Newspapers believe we must blaze the trail in the new newspaper technologies. Since our purchase of The Sacramento Union in 1966, we have transformed the oldest daily in the West into one of the most modern and advanced newspapers in the country. The Union's production systems encompass 15 major technological firsts. By making The Sacramento Union a strong, vigorous voice in the capital of the nation's most populous state, we are investing in our corporate future and that of the nation's free press.

Copley Newspapers... We intend to have a voice in the future.

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For AP Members Only

1973 Pulitzer Prize



This month, we won the 1973 Pulitzer Prize for spot news photography. That makes eleven Pulitzers for our staff photographers.

The last five Pulitzers were AP Wirephoto *EXCLUSIVES*—four from AP cameramen and one from an AP member paper.

We're particularly pleased about the new Pulitzer because just last month we announced AP Laser-photo, the greatest technological breakthrough in photo transmission since we pioneered with Wirephoto in 1935.

It's an unbeatable combination *for AP members only*: technological breakthrough plus great AP photographers, providing the world's finest news photography.

Our Nick Ut, who took this prize winner, is one of those AP greats.

THE ASSOCIATED PRESS

50 Rockefeller Plaza, New York, New York 10020

CATCH-lines

By Lenora Williamson

WHILE HAVING BREAKFAST IN A SIOUX CITY restaurant, reporter Steve Johnson of the *Des Moines Register Tribune* asked staff photographer Warren Taylor whether he had any Tri-X rolls. Their waitress, assuming the question was addressed to her, promptly answered: "No. We have sweet rolls and cinnamon rolls, but I've never heard of Tri-X rolls."

SOMEBODY UP THERE LIKES HIM—When the phone system in the cityroom of the *Worcester* (Mass.) *Telegram* went haywire, the only phone that worked belonged to George Labonte, religion reporter. Commented "take one night's side" column in the *Gossiper* employee publication, "There must be something to that religion beat business after all."

PASSENGER LIST TYPO—AP staff photographer Fred Waters, St. Louis, was assigned to cover an inspection flight over the Mississippi River flood area. On the helicopter passenger list his name appeared as "Tread Waters." Senator Adlai E. Stevenson III boarded the helicopter at Quincy, Illinois, took one look at the roster, and sought out the photographer declaring, "I want to see a man named 'Tread Waters' covering a flood story."

LEFT FENDING FOR HIMSELF punned the caption of the *Nashville Tennessean* for a photo by Jimmy Ellis showing reporter Dwight Lewis sitting dejectedly on the hood of his new fenderless and bumperless Volkswagen. In the dead of night, thieves removed only what they apparently needed from the car—nothing else. The remainder was not damaged. "I guess I can be thankful for that," Lewis commented for the caption.

"IT'S NOT FUN ALL THE TIME. I don't really have any life there, except for the newspaper. So I end up spending virtually all my time at the office." John Walter, 26, was talking to Bob Greene of the *Chicago Sun-Times* during a brief Chicago stop en route to Washington. Walter has been editor of the *Pacific Daily News* in Guam since Gannett offered him the job a couple of years ago. "Remember," he mused to Greene, "we used to sit around and make all these plans about the way an ideal newspaper would run, how we'd never let anything stupid or embarrassing get into the paper . . ."

"Well, you just can't help it. There's only so much you can do, and all your long-range plans somehow get pushed aside when you have to deal with the sheer problem of putting out a whole, new newspaper every day. And then the edition comes up, and you see things in it that you shouldn't see, but it's already time to start the next one . . ."

JUNIOR STORY—Phyllis Mackall, women's editor of the *Newport News* (Va.) *Times-Herald* says her department did a double take in typing this engagement story. The future bridegroom is Fred J. Junior Jr., son of the Rev. and Mrs. Fred J. Junior Sr. of Gainesville, Florida. He is marrying Constance Diane Brown, daughter of Mr. and Mrs. John H. Brown Jr. of York County, Virginia. And where does the bridegroom work? For the JR Office Furniture and Equipment Company.

CONFESSION—Longtime advertising manager of the *Farmington* (Mo.) *News* is Albert Karsch, who writes a column titled "The Marble Cup." Karsch reveals that the "AK/ns" reference initials on his typed letters for 40 years means "Albert Karsch/no stenographer." He has never had one.

ON ASSIGNMENT IN LEBANON when the Pulitzer Prizes were announced, *Chicago Tribune* reporter Philip Caputo, who worked on the task force of the award-winning primary election investigation, was told the good news during a telephone call from Beirut. "No kidding," Philip exclaimed, immediately adding: "A bomb just went off outside my hotel and somebody threw a grenade from a car. There's fighting near the airport and I'm going to see how close I can get to it. I'll get in touch with you later."

EDITOR & PUBLISHER CALENDAR

MAY

- 13-25—API Management and Costs seminar (for newspapers under 75,000 circulation). Columbia University.
- 20-23—INPA International conference. Town and Country Hotel, San Diego.
- 21-23—Pacific Northwest International Circulation Managers Association 50th anniversary convention, Salishan Lodge, Gleneden Beach, Oregon.
- 21-25—International Federation of Publishers, (FIEJ). Vienna, Austria.
- 22-27—Canadian Managing Editors' Conference, Vancouver, B.C.
- 24—Annual World Press Institute Forum, Macalester College, St. Paul, Minnesota.
- 26-27—Associated Press Missouri-Kansas wire editors association. Kansas City.
- 26-28—Editorial Writers critique. Northwest Daily Newspapers. Timberline Lodge, Ore.

JUNE

- 3-15—API Telegraph Editors and Copy Desk Chiefs. Columbia University.
- 4-8—Knight Newspaper Seminar, Circulation Management, Miami.
- 7-9—Mississippi Press Association annual convention, Buena Vista Hotel, Motel, Biloxi, Miss.
- 8—Ohio Newspaper Offset Clinic, Holiday Inn, Ashtabula/Austinburg, Ohio.
- 8—Canadian Press meeting of French-language news editors, Quebec.
- 8-9—Newspaper Advertising Executives Association, spring meeting. Holiday Inn, Gainesville, Ga.
- 8-9—New England Daily Newspaper Association Regular Spring meeting. Basin Harbor Club, Vergennes, Vt.
- 10-14—ANPA Research Institute Production Management Conference with SNPA Mechanical Conference (East and West Division), Rivergate and Roosevelt Hotel, New Orleans, La.
- 10-15—Newspaper Division Special Libraries Association, Pittsburgh.
- 11-13—International Press Institute, Jerusalem.
- 14-16—Arizona Newspapers Association, Summer Workshop, Sunrise Park Hotel, White Mountain Apache Indian Reservation, McNary, Arizona.
- 17-29—API Publishers, Editors and Chief News Executives (for newspaper under 50,000 circulation). Columbia University.
- 20-23—Newspaper Personnel Relations Association. Milwaukee.
- 21-23—Florida Press Association. Hilton Hotel, Port St. Lucie.
- 21-23—Tennessee Press Association Convention. Holiday Inn Rivermont, Memphis.
- 22-23—New Jersey Press Assoc. Annual Summer Conference, Essex & Sussex Hotel, Spring Lake, N.J.
- 24-28—Association of Newspaper Classified Advertising Managers 53rd annual conference. The Queen Mary, Long Beach, California.
- 25-29—Knight Newspaper Seminar, Organizational and Team Development, Miami.
- 28-30—Association of Newspaper Classified Advertising Managers, Long Beach, Calif.

JULY

- 8-11—Newspaper Personnel Relations Association, 25th Anniversary Conference, Pfister Hotel, Milwaukee, Wisc.
- 15-18—International Newspaper Advertising Executives semi-annual meeting. Hotel Nova Scotian, Halifax, Nova Scotia.
- 20-22—South Carolina Press Association, summer meeting. Savannah Inn and Country Club, Savannah, Ga.
- 23-27—Knight Newspaper Seminar, Modern Production Techniques, Miami.
- 23-Aug. 24—Seminar, "News Media in Western European Countries," Temple Univ. School of Comm. The Netherlands. Contact: Dr. Samuel Riley, Journalism School, Temple Univ., Philadelphia, Pa. 19122.

AUGUST

- 13-16—National Advertising Show, The New York Hilton, New York City.
- 23-25—Montana Press Association Convention. Big Sky, Montana.
- 26-28—New York State Publishers Association. Otisaga Hotel, Cooperstown, N.Y.
- 29-Sept. 1—International Newspaper Promotion Association-European Division. Hotel Zurich, Zurich, Switzerland.

SEPTEMBER

- 7-19—Ohio Newspaper Classified Clinic. Pick-Ft. Hayes Hotel, Columbus.
- 13-15—PNPA Classified Clinic, Hershey Motor Lodge, Hershey, Pa.
- 14-16—Pacific Newspaper Mechanical Conference. Southern Division. Biltmore Hotel, Los Angeles.
- 17-20—Knight Newspaper Seminar, "Training, Developing and Evaluating Your Employees," Miami.
- 24-26—INPA Southern Regional conference. Hyatt House, Houston.

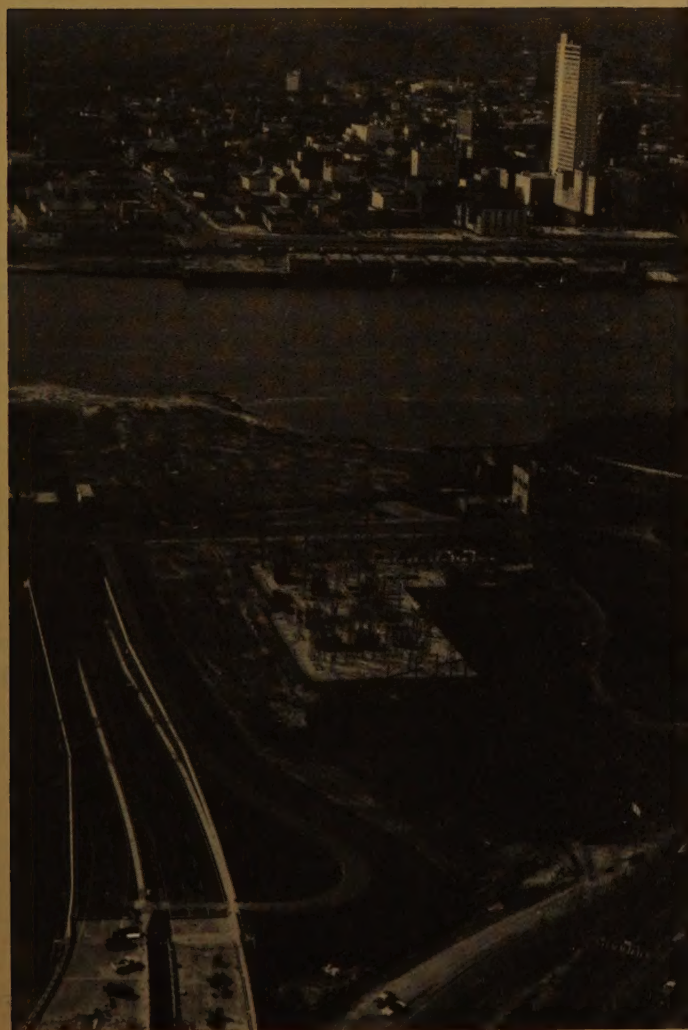
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EDITOR & PUBLISHER for May 19, 1973

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THE SOUTH'S LARGEST SINGLE INTERSTATE PROJECT—MOBILE'S \$47.5 MILLION I-10 TUNNEL—WAS DEDICATED AND OPENED FEBRUARY 10, 1973.

THIS NEW AND NECESSARY LINK, CREATED TO RELIEVE THE EVER-GROWING PRESSURE OF DOWNTOWN TRAFFIC, HAS, EVEN NOW INCREASED THE FLOW OF WEALTH INTO MOBILE.

I-10 OPENS NEW VISTAS... DRAWS NEW INDUSTRY... PROVIDES NEW JOBS... MOVES MOBILE TO NEW WEALTH. GET YOUR SHARE OF THIS BONANZA THRU THE

MOBILE PRESS REGISTER

A NEWHOUSE NEWSPAPER

Editor & Publisher

• THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member,
Audit Bureau
of Circulations
Member, American
Business Press, Inc.



6 mo. average net paid Dec. 31, 1972—25,088
Renewal rate—75.24%

Awards for team reporting

It is significant that the major Pulitzer Awards this year were made for stories that resulted from team efforts in investigative reporting. The case histories of each award show that this reporting technique has a built-in system of checks and balances that insure greater accuracy. Proof of this lies in the outcome of the stories reported by the *Washington Post*, the Knight Newspapers, the *Chicago Tribune* and the Sun Newspapers of Omaha, all of which resulted from the combined efforts of two or more staff members.

Two of these stories—the Watergate case by the *Washington Post*, and the Eagleton affair by the Knight Newspapers—came at a time when belief in the credibility of the press was at a low ebb and these were attacked as extreme examples of press irresponsibility and shabby journalism. They have been proven to be examples of just the opposite. The Post team, unbeknownst to its readers, was restricted to using only information that was substantiated by at least two sources. The Knight team had the facts but in fairness went to Eagleton for his story before publication forcing him to make a public disclosure.

These and other Pulitzer citations were for examples of press performance at its best and we hope the American public realizes it. If it hadn't been for these newspapers, the public might never have known the full story of Watergate, the Eagleton medical history, the election frauds in the March '72 primaries, and the vast unused financial resources of Boys Town.

Shield law, or no law?

Discussion of shield law legislation has developed from debate of qualified vs unqualified legislation to shield law vs no law. Whereas, a few months ago majority sentiment of newspaper editors seemed to support an unqualified or absolute bill in Congress to protect the confidential sources and information of reporters—and to stop the rash of subpoenas, contempts and jailings—the pendulum appears to have swung to opposition by the majority of editors to any legislation at all in this area. That is the implication drawn from an informal "show-of-hands" ballot during the recent ASNE sessions.

A panel discussion before ASNE members brought out the difficulties of writing legislation which would provide the desired protection without providing a set of handcuffs to go with it. The legal requirement of providing in the legislation definitions of "newsman," "reporter," etc., contains many potential traps for the press. Today's definition is subject to tomorrow's interpretation, whatever that might be.

We have frequently expressed our opposition to any qualified bill and our support of an unqualified bill. However, unless members of Congress can get together on a simple, uncomplicated statement of principle supporting the First Amendment—and the right of reporters to protect their sources, which had been an accepted protection of that Amendment for almost 200 years until recent court decisions—we are inclined to say "forget it."

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journal established March 22, 1884; Newspaper established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 2, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker Jr.

Associate Editors: Margaret C. Fisk, Max Mehler, Jeffrey J. Mill, Lenora Williams

Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston

Advertising Manager: Ferdinand C. Teubner

Sales Representatives: Donald L. Parvin, W. J. Pierce, Richard E. Schultz, Kenneth P. Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia A. Stephenson.

Marketing and Research Manager: Albert I. Weis.

Librarian: Adelaide Santonastaso.

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Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone: 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

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DESCRIPTION FITS

It was interesting to note in your lead article of April 28 the description by Mr. Thers of Rochester, Minnesota of preprints—"a license to steal". I think that's a good description, and the publishers who are accepting preprints at low rates per word are stealing—from themselves. The newspapers who are depending on their carriers to top or stuff the inserts are losing the easy money without much added expense, but they are adding pressure to the carrier problem in the Circulation Department.

The newspapers, especially evening papers, who are stuffing the inserts in the mail are sacrificing news coverage by moving up press times or the subscribers receive their papers late because of the extra time required to make the insertions.

Publishers who think through the whole problem will realize that the low rate preprint is "eroding our rate structure" as Arthur A. Culver, publisher, *Riverside (Calif.) Press Enterprise* said.

Preprints have their place, but they should pay their way.

MARVIN CLAY

(Clay is circulation manager of the *Pine Bluff (Ark.) Commercial*.)

* * *

HEADLINES FROM THE PAST

We all know that news was made in the past without the benefit of the movable type, the *New York Times*, Walter Cronkite, and the Six O'Clock Report.

Had there been newspapers in centuries before by, how would they have displayed the meaningful news and features of the day? The following are just a few that may come to mind—some based on actual events and others just figments of a copy editor's imagination. Explanations are unnecessary.

* * * * *

'Til Win by 2 Lengths,'
Confident Ben-Hur Says

* * * * *

Asp Bite Fatal
To Cleopatra

* * * * *

Language School
Opens Near Babel

* * * * *

WEATHER:—Partly cloudy followed by heavy rains, possibly for 40 days and 40 nights.

* * * * *

David Predicts
One-Shot Victory
Over Goliath

* * * * *

Pisa City Council
Sues Tower Builder;
Tilt Called Hazard

* * * * *

Pyramid Builders Strike;
Union Asks Shorter Hours,
Elimination of Whips

* * * * *

Michelangelo Injures Back
At work on Sistine Chapel

LEON BADEN

(Baden is copy desk chief for the *Harrisburg (Pa.) Evening News*.)

SUPPORT SOLICITED

Last June, President Nixon asked me to chair a special Committee whose objectives are to develop better public understanding of the vital role of the Guard and Reserve and to obtain the full cooperation of American employers in allowing and encouraging their employees to participate in the Guard and Reserve programs. When I accepted this assignment, I was confident that, once the need was known, American employers would willingly give their support and establish personnel policies which would encourage employee participation in these important programs. As the former Chairman of the Board of General Motors, I am happy to report that my faith in the American business community has not been misplaced. I have been greatly encouraged by the early response I have received from companies, both large and small, and by the many personnel policies sent to me as evidence of employer support.

It is now Department of Defense policy that in any future build-up of the Armed Forces, the National Guard and Reserves, and not the draft, would be the initial and primary augmenting element for the active forces. Under the "Total Force" concept, the All-Volunteer force will be composed of 2.3 million active duty and 1 million selected members.

In the past three years, equipment inventories of the Guard and Reserves, badly depleted during the Vietnam build-up of the active forces, have been replenished at an annual rate of more than \$500 million. In the next fiscal year, the equipment build-up will exceed \$1 billion, and the total investment of the Guard and Reserves will be the largest in any single year of our history. This addition of equipment is coming from existing resources. In addition, new missions have been developed bringing Guard and Reserve components more in line with active duty counterparts. With these substantial investments, there has been an intensification of the readiness training of the Guard and Reserve units.

A well-equipped and fully-manned National Guard and Reserve, deployable on short notice, is potentially the most economical part of our defense system (30% of the manpower for less than 5% of the defense budget). An effective Guard and Reserve is also the best guarantee against having to use a peacetime draft in future years.

To be a member of the Guard and Selected Reserve one must devote a weekend a month, and an additional two weeks each year, to training exercises.

Fortunately, there are employers who encourage their employees to participate in Guard and Reserve programs. Their encouragement comes in the assurance that there will be no discrimination against those employees in their consideration for advancement; in the granting of military leave in addition to regular vacations; and in expressions of appreciation of their employees' contributions to the security of our nation.

I urge all Americans, particularly employers, to support this concept, a concept on which our nation was formed nearly two hundred years ago and a concept which has retained our basic freedoms ever since.

J. M. ROCHE

WEDDING ATTIRE

Gloria Steinem objects to the newspaper practice of describing the attire of women while never using the same technique for men.

Ms. Steinem apparently is not a reader of *The Times*. Since early this year, we have been publishing in our wedding stories a description of the way the groom and the best men were dressed.

The following description appeared in a recent account of a wedding:

"The groom wore a Prince Edward tuxedo of anecru color, featuring a three-quarter length three-button single-breasted coat of dacron-worsted brocade with black braided satin-trimmed lapels, accented by a black velvet collar. The black flare-leg trousers featured a satin trim. A ruffled shirt and bow tie completed his attire."

We also encourage couples to include both the man and the woman in engagement and wedding photos.

We aren't making a conscious effort to please Ms. Steinem, but we agree with her that men and women deserve equal treatment in the news columns.

ROBERT F. CAMPBELL

(Campbell is editor of *The Times*, Gainesville, Ga.)

* * *

CENSORSHIP

On page 23 of the April 21 *EDITOR & PUBLISHER* issue is a one paragraph article about the Redondo Beach, Calif., city council passing an ordinance giving police officers the power to seize news racks which impede the flow of traffic on sidewalks or fail to meet certain design specifications. The article ends with this sentence: "The ordinance is aimed at curbing offensive publications and not as any form of censorship, the councilmen explained."

If this is not censorship, what pray tell is it?

DAVID JOHNSTON

Short Takes

APTS. FOR RENT-S. Dakota, Mice clean AC, 4 rooms, bath, Adults.—*Tampa (Fla.) Tribune-Times*.

* * *

He is a charismatic speaker and . . . is a major farce in . . . politics.—*Havertown (Pa.) Leader*.

* * *

"Lite shorthand and typing skills required. Accuracy sesential." — *Chicago Tribune*.

* * *

Aside from the two ships lost Sunday to enemy sire, . . . — *Lock Haven (Pa.) Express*.

* * *

MARYHILLE REST HOME for the aged & retired . . . Room & board avail. on daily, weekly or monthly basis . . . — *Pottstown (Pa.) Mercury*.

* * *

(E&P pays \$2 each for amusing typographical errors found in newspapers and reprinted here.)

Sum reach

In New York, the nation's advertising capital, more advertising executives — at both agencies and accounts — read The New York Times regularly than read any other publication. Trade or otherwise.

	Agencies %	Clients %
The New York Times	89	74
Advertising Age	72	62
Time	55	45
ANNY	47	31
Newsweek	34	31
The Wall Street Journal	32	40
Madison Avenue	21	11
Media Decisions	16	19
U.S. News & World Report	12	12
Business Week	10	16
Sales Management	2	6

1973! A good year to let
The Times reach — for you.

The New York Times
First in media advertising among all
U.S. newspapers.



Source: Special Trendex Media Study.

Photographers, editors warned of privacy laws

By Lenora Williamson

Photographers and news and picture editors should be aware that the area of privacy law is not only "unsettled" but is the subject of increasing concern, Professor David Gordon of Northwestern University's Medill School of Journalism told the 73 Newsphoto Conference for Editors at Ohio University, Athens.

"There is a need for news personnel to be particularly conscious these days of their own codes of ethics and standards of performance," Gordon declared in urging particular care not to intrude needlessly on an individual's privacy, or go beyond the ordinary decencies."

It is difficult to summarize exactly where a photographer's legal rights stand at this moment, Gordon told the final session of the four-day workshop attended by managing editors, news and picture editors, photographers and journalism students. Like other aspects of the law-journalism relationship, the situation is changing and evolving very rapidly, he said.

Gordon outlined what he termed as four crucial aspects of the "right to see" in long-range implications. Generality No. 1, he declared, is that the "right to see" is not the private right of a photographer, but a right to be exercised on behalf of the public.

"Although a legal distinction would be almost impossible to draw between where information leaves off and titillation begins, there's at least an ethical question here, if not a legal one, and I suspect increasingly it's an ethical question that the courts are going to concern themselves with.

Precedent risks

"If you make the arguments for right to see merely a sensational picture then I think it is harder for other people to make the same kind of argument given a more solid basis. I think it is crucial that any time newspaper people get into a legal case that it be a strong case rather than a weak one . . . when you get a case that isn't that strong you run the risk of a precedent that an awful lot of people are going to have to live with in the future even if the cases are stronger."

Gordon's second "generality" was that the "right to know" and the "right to see" are very frequently misused terms. "They are really closer to ethical than to legal concepts, despite the efforts of many people to elevate them to legal and even constitutional status. As general statements of societal values, they are good phrases. But in using them, don't overstate their legal bases, because some sharp lawyer is going to challenge you on those points, and perhaps divert attention

from what's really important about these two concepts . . ."

Gordon briefly noted as other aspects of the "right to see" his contention that there is no major difference between pictures and textual material in most situations where legal questions arise and also the increase in the pressures government has brought to bear on the press.

Privacy law

The expert in journalism law, at one time a reporter for the *Wisconsin State Journal*, outlined four separate kinds of torts (civil wrongs) which have been subsumed under the law of privacy, noting that they are not mutually exclusive:

1. Intrusion on physical solitude, in a situation where a person has a recognized right to physical solitude.

Copy editors regain control of content to settle dispute

Agreement has been reached in a dispute that shut down *Le Soleil* for four days last weekend and forced cancellation of Monday's edition.

The shutdown came about when 19 unionized copy editors on the Quebec daily resigned in protest over loss of jurisdiction of new copy corrections and the elimination of 19 proofreaders after the paper installed electronic photo-composing equipment.

The copy editors walked out on May 6 charging that the technological changes made "a mess" of the paper because of loss of newsroom control over final editorial content of the paper. (E&P, May 12).

The editors also complained they didn't have the proper rules and measurement books to do their work properly under the new system.

The real crux of the dispute was reported to be the hiring of proofreaders under control of the news editors. When Gabriel Gilbert, president and publisher of *Le Soleil* installed \$2 million of the most sophisticated newspaper photo-composing equipment available, the jobs of 19 proofreaders were eliminated.

Involved in corrections

Under the new agreement, a journalist-supervisor answerable to the news desk will be able to order corrections in news copy at any stage of the production process. The agreement also provides that at least one journalist-supervisor will be on duty whenever pages are being made up.

2. Publication of private matters that violate the ordinary decencies, however those may be defined.

3. Putting an individual in a false light or position or fictionalizing some aspect of his activities, in regard to the public's perception.

4. Appropriation of some element of a person's identity for commercial purposes.

Truth, while an absolute defense in libel actions, may only worsen the situation in two areas of privacy (intrusion on physical solitude, and publication of matters violating the ordinary decencies), and the best defense is newsworthiness, it was noted. While that may be a "somewhat subjective standard" nonetheless it is becoming increasingly important in privacy matters.

Establishment of newsworthiness of a picture or other item may be by proving that the subject is of public interest, that it involves a public figure, or that it is based on public record, but Gordon reminded that libel law at this point is not totally clear as to who or what is a "public figure."

(Continued on page 13)

No page will be sent to photoengraving until it has been approved by the duty supervisor.

In addition, a special four-man committee of journalists will be set up for a three-month trial period to ensure corrections made during the production process will not affect writing quality.

The conflict also involved a dispute over which union will represent the 13 typists who prepare news copy to be fed into the Linotron machines. The proofreaders belonged to the journalists' union. Gilbert believes the typists should belong to the International Typographical Union, whose stewards ordered the editors out of the composing room last week. The Quebec City Journalists' Union is challenging this before the Quebec Labor Relations Board.

In the meantime, union negotiator Gilles Boivin said under the agreement reached "Management has given us all the guarantees and the means needed to assure newsroom control of the quality of content . . ."

Le Soleil, with a circulation of about 170,000 is the city's largest daily newspaper and the biggest paper in Canada east of Montreal. The paper employs 700, including 132 editorial staff members belonging to the journalists' union. The paper publishes three editions on weekdays, including a regional edition for the Saguenay-Lac St. John area.

Management said all personnel would be paid for the period of the shut down.

Detroit Free Press names city's top dope dealers

By Margaret Cronin Fisk

A two-year investigation into Detroit's heroin trade by the *Detroit Free Press* is expected to culminate soon with the grand jury indictments of several Detroit policemen and alleged dope dealers.

Free Press city editor Walker Lundy said sources close to the grand jury have reported to the Free Press that indictments should be handed down this week. He said indictments might be delayed because of grand jury reluctance to indict Detroit policemen during National Police Week.

The grand jury activity follows by a few weeks one of the most dramatic parts of the long Free Press investigation—the publishing of profiles of 11 alleged dope dealers and seven allegedly crooked cops.

The profiles were the result of months of research by Free Press reporter Howard Kohn. Another reporter, William Schmidt, was involved in preparing the profiles of dope dealers, Lundy said.

It was primarily Kohn's story from the beginning two years ago when he reported on life in an inner city dope house. Kohn lived in the dope house for a week, then described the "nightmarish" life on the drug scene, Lundy said.

Heroin easy to buy

Next the Free Press set out to "show how easy it is to buy heroin in the city," Lundy said. Previously Detroit police had been claiming inability to locate or stop the dealers.

Kohn would visit other dope houses, buy heroin and take it back to the Free Press to be analyzed. As the Free Press began publishing the dope series, more and more people began giving Kohn information on dealers, crooked cops and financiers.

From the beginning, a major factor in the story was the alleged police corruption. "Everybody on the street knew cops were on the take," Lundy said. Kohn frequently observed policemen going into dope houses, he added.

The Free Press couldn't use these observations as proof of corruption, he said, because the policeman could claim he was contacting an informer.

Despite the Free Press constant uncovering of dope dealers and dope houses, Detroit Police were not using the information gathered by Kohn, Lundy added.

After a grand jury was formed to investigate the drug trade in Detroit, its investigators "finally" contacted the Free Press, Lundy said, and began trading information.

Then using information gathered over two years from "honest police agencies" and dope dealer sources themselves, the Free Press began preparing profiles on the top dope dealers and top crooked cops.

The Free Press charged 11 Detroit area residents with being top dealers. Before running the story, Lundy said, Kohn and

several editors "sat down with our libel lawyers" to determine who the Free Press could call dope dealers without fear of losing a libel action. The final 11 were confirmed by a number of sources. Most of those named had narcotics arrests, Lundy said.

Pared down list

Two weeks later the Free Press did the same thing with the Detroit police department. First, Lundy said, they had a list of 32 policemen who the Free Press believed were on the take. After paring down to only those they were "dead sure" on, and which the Free Press lawyers agreed could be used, the Free Press published profiles of seven cops charged with being involved in the heroin trade.

Before publishing the profiles, Lundy said, the Free Press was careful to make sure that any charges were corroborated from several different sources.

The profiles included names, pictures, addresses, methods of operation, and documentation to back the Free Press charges. Lundy said the Free Press is now planning another profile of a top heroin financier, who also is expected to be indicted by the grand jury.

As for getting higher into the drug echelon, Lundy said "we've kind of blown our wad. It took us two years to get to this level." But he added "we don't know who'll call tomorrow" with more information about higher ups.

Lundy praised Kohn as an "incredibly cool reporter. He goes into places that police undercover people won't go."

Lundy said the Detroit Police department is "extremely mad at us." Before the grand jury really got going, the Detroit police commissioner referred to the Kohn stories as "fiction," Lundy noted. Now "the commissioner is saying we're trying people in the newspaper," he said.

Lundy said, however, that despite the Free Press investigations the Detroit police did nothing about the heroin traffic in the city and "it's time the people have found out about it."

New process reduces plastic plate costs

Letterflex Systems, an operating unit of W. R. Grace & Co. has introduced a less costly and more efficient process for the production of shallow relief, photopolymer, newspaper printing plates.

Known as "Dry Development," the new process has as its key advantages high productivity and low capital investment. Two different machine systems are available; Letterflex System 135 and Letterflex System 290. These machines produce 35 and 90 high-quality plates per hour, respectively, directly from a photographic negative.

Chinese editors begin 3-week tour of U.S.A.

A group of 21 Mainland Chinese journalists arrived in New York May 17 on the first leg of a three-week tour of eight major cities across the U.S.

The tour arrangements were made by the American Society of Newspaper Editors, some of whose members toured China last fall. The ASNE is being assisted by the National Committee on U.S.-China Relations, Inc. Charles W. Yost who stepped down as Chairman of the National Advertising Review Board this week was named president of the China Committee.

The Chinese entourage, composed of 1 men and 5 women, is led by Chu Mu-chih, director of *Hsinhua*, the Chinese news agency. Members of the group are:

Wang Chen, deputy director of the Information Dept., Ministry of Foreign Affairs; Li Po-ti, deputy editor-in-chief of *China Reconstructs*; Pu Chao-min, deputy director of the International News Dept. *Hsinhua*; Chang Ch'ang-hai, leading member of editorial dept., *Wen Hui Daily*, Shanghai; Hsiao Hang, leading member of home news dept., the *People's Daily*; Wang Hsi, deputy editor-in-chief, *Peking Review*; Lan Tze-an, deputy editor-in-chief, *China Pictorial*; Li Ch'in, head of foreign affairs correspondents section *Hsinhua*; Wang Fei, director of international news dept., *Hsinhua*; Shen Ping-chih, deputy director of reference library, *Hsinhua*; Chang Tao, chief of correspondents section, *Nan Fang Daily*, Kuangtung Province; Chang Chi-hsin, editorial staff of international news dept. *Peoples Daily*; Chiang Cheng-tung, deputy head of Foreign Correspondents Division of Information Dept., Ministry of Foreign Affairs; Chao Chi-hua, deputy head of division of Dept. of North and South American and Oceanian Affairs, Ministry of Foreign Affairs; Chang Ya-hsin, *Hsinhua* photographer; Yu Kuang-hua, cameraman, Peking Television; Yao Wei, staff member of Chinese People's Assoc. for Friendship with Foreign Countries; Hsieh Wen-ch'ing, staff member of home news for foreign service, *Hsinhua* and Yu Ching-ch'ing, staff member of Foreign Correspondents Division of Information Dept., Ministry of Foreign Affairs.

In New York, the journalists will tour the U.N., AP and UPI *Wall Street Journal*, and New York Stock Exchange among other places. Then on to Boston where they will get a brief taste of New England with trips to historic Lexington and Concord and an outing to a small farm. In addition, they will visit Harvard and MIT and get a look at MIT's computerized layout for printing newspapers.

The remainder of the itinerary lists trips to Atlanta, Washington, D.C., Chicago, Denver, San Francisco, and Honolulu. The editors will return to Hong Kong from Honolulu on June 15.

Ingersoll buys

The *Coatesville (Pa.) Record*, an afternoon paper, has been purchased by Ralph Ingersoll.

Award Winners

38th Annual Editor & Publisher Newspaper Promotion Awards

*Presented at the 43rd Annual Conference
International Newspaper Promotion Association
San Diego, California, May 23, 1973*

Classification 1—Circulation/editorial promotion, in-paper

FIRST PRIZE (*over 100,000*): Cleveland Plain Dealer
FIRST PRIZE (*under 100,000*): Birmingham Eccentric
Certificate of Merit (*over*): Charlotte Observer*
Certificate of Merit (*under*): Wilmington Journal

Classification 2—Circulation/editorial promotion, radio

FIRST PRIZE (*over 100,000*): Detroit Free Press*
FIRST PRIZE (*under 100,000*): San Rafael Independent-Journal
Certificate of Merit (*over*): Milwaukee Sentinel
Certificate of Merit (*under*): New Brunswick Home News

Classification 3—circulation/editorial promotion-television

FIRST PRIZE (*over 100,000*): Chicago's Today
FIRST PRIZE (*under 100,000*): South Bay Daily Breeze*
Certificate of Merit (*over*): San Francisco Chronicle
Certificate of Merit (*over*): Detroit News*

Classification 4—Outdoor media

FIRST PRIZE (*over 100,000*): New York Times*
Certificate of Merit (*over*): New York Times*

Classification 5—Carrier Promotion

FIRST PRIZE (*over 100,000*): Minneapolis Star & Tribune
FIRST PRIZE (*under 100,000*): Valley News Dispatch
Certificate of Merit (*over*): Vancouver Sun
Certificate of Merit (*under*): New Ulm Daily Journal

Classification 6—Circulation Direct Mail Promotion

FIRST PRIZE (*over 100,000*): Houston Post*

Classification 7—Trade Paper Advertising Promotion

FIRST PRIZE (*over 100,000*): Chicago Tribune*
Certificate of Merit (*over*): Le Soleil
Certificate of Merit (*over*): Sunday Times of Great Britain

Classification 8—Direct Mail Advertising Promotion

FIRST PRIZE (*over 100,000*): Chicago Tribune*
Certificate of Merit (*over*): New York News*

Classification 9—In-paper advertising promotion

FIRST PRIZE (*over 100,000*): Houston Post*
FIRST PRIZE (*under 100,000*): Easton (Pa.) Express
Certificate of Merit (*over*): Times of Great Britain*
Certificate of Merit (*under*): Paddock Publications

Classification 10—Advertising Presentations

FIRST PRIZE (*over 100,000*): Virginian-Pilot & Ledger-Star
Certificate of Merit (*over*): Financial Times of London

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Classification 11—Audio-Visual Presentations

FIRST PRIZE (*over 100,000*): Wall Street Journal
Certificate of Merit (*over*): St. Petersburg Times

Classification 12—Advertising Promotion, radio

FIRST PRIZE (*over 100,000*): Detroit News*
FIRST PRIZE (*under 100,000*): South Bay Daily Breeze*
Certificate of Merit (*over*): Detroit Free Press*
Certificate of Merit (*over*): Baltimore Sunpapers
Certificate of Merit (*under*): Illinois State Journal & Register
Certificate of Merit (*under*): New Westminster Columbian

Classification 13—Advertising promotion, television

FIRST PRIZE (*over 100,000*): Washington Post

Classification 14—Research

FIRST PRIZE (*over 100,000*): Los Angeles Times
FIRST PRIZE (*under 100,000*): Sacramento Union
Certificate of Merit (*over*): Detroit News*

Classification 15—Public Relations

FIRST PRIZE (*over 100,000*): Boston Globe
FIRST PRIZE (*under 100,000*): Oakland (Mich.) Press
Certificate of Merit (*over*): New York News*
Certificate of Merit (*over*): Houston Post*
Certificate of Merit (*under*): Amarillo Daily News
Certificate of Merit (*under*): South Bay Daily Breeze*

Classification 16—Public Relations, special events

FIRST PRIZE (*over 100,000*): Baltimore News-American
FIRST PRIZE (*under 100,000*): State College Pennsylvania Mirror
Certificate of Merit (*over*): Detroit Free Press*
Certificate of Merit (*under*): Port Huron Times Herald
Certificate of Merit (*under*): Palm Beach Post

Classification 17—Public Relation Films

FIRST PRIZE (*over 100,000*): Dallas Morning News
FIRST PRIZE (*under 100,000*): Tallahassee Democrat
Certificate of Merit (*over*): Charlotte Observer*

NOTE: First Prizes and Certificates of Merit awarded in circulation groups for newspaper with circulations over and under 100,000, at the discretion of the judging panels.

** Indicates won more than one award.*

A ballroom full of the best promotion efforts of newspapers from the U.S. Canada and Europe, numbering more than 700 individual entries, was screened by eleven juries of Southern California judges in selecting the 56 winners of EDITOR & PUBLISHER's 38th annual Newspaper Promotion Awards Competition.

Judging was completed in San Diego, Calif., last month, and involved a week-long effort by leaders of the advertising, public relations, publishing and research fields from San Diego and surrounding areas. The judges selected 27 entries for First Prize plaques, and awarded 29 Certificates of Merit.

Judging of the entries was based on: idea, concept and creativity, execution—including copy, graphics and production, and results or effectiveness of the promotion.

for circulation/editorial promotion, including use of in-paper advertising, radio, television, outdoor media, carrier promotion and direct mail; eight advertising promotion classifications: in-paper, trade paper, direct mail, advertising presentations, audio-visual presentations, radio, television, and research; and three public relations groups: public relations, special events, and p.r. films. Some categories included up to a hundred individual entries.

Nine newspapers won more than one award, with the *Detroit Free Press*, *Detroit News*, *Houston Post*, *Chicago Tribune/Today*, and *Torrance (Calif.) South Bay Daily Breeze* each winning three awards, and the *New York Times*, *New York News*, *Charlotte Observer* and *Times of Great Britain* each winning two awards.

The *Cleveland Plain Dealer's* entry in the in-paper circulation promotion category was a brown kraft paper bag, enclosing a variety of gift coupon items, labeled "The Christmas Gift Bag." It carried a

The under-100,000 circulation winner submitted by the *Birmingham* (Mich. *Eccentric*, consisted of a series of full pages using eight-column photographs and promoting the newspaper's staff and coverage.

A total of 21 entries had been submitted in the "Outdoor Media" category, but the judging panel came up with the same winner for First Prize and Certificate of Merit. The *New York Times'* election campaign, "Be one up on topic one" took top honors, with the well-known "I got my job through the New York Times" campaign used in all outdoor media and the city's subways earned a Certificate of Merit.

A series of small, full-color mail pieces promoting various parts of the newspaper.
(Continued on page 11)

Up to now you've only heard about it. Now you're going to EXPERIENCE it!

Fly on a United Airlines DC-8 Super Jet to

DISNEYWORLD and CAPE KENNEDY

It's a dream come true for YOU!



The trip of a lifetime. Offered to commemorate the Minneapolis Star and Minnesota Tribune.

3 days • 2 nights
June 2-4
Air • Lodging paid

BEAVERS GUEST RANCH
WINTER PARK, COLORADO



At BEAVERS GUEST RANCH:

- Unexcelled houseback cabins
- Heated pool
- Trout fishing
- Skiing
- Outdoor barbecue

• **FLY out and back on a United Airlines DC 8**

• **TOUR the United States Mint at Denver**

Only \$199.00 per person
Includes round-trip airfare, taxes, and ground transportation.

You can help me raise this fabulous trip and tour and the best name response in the United States.

Post Sports
We Get There First.

Post TV Week
We Get There First.

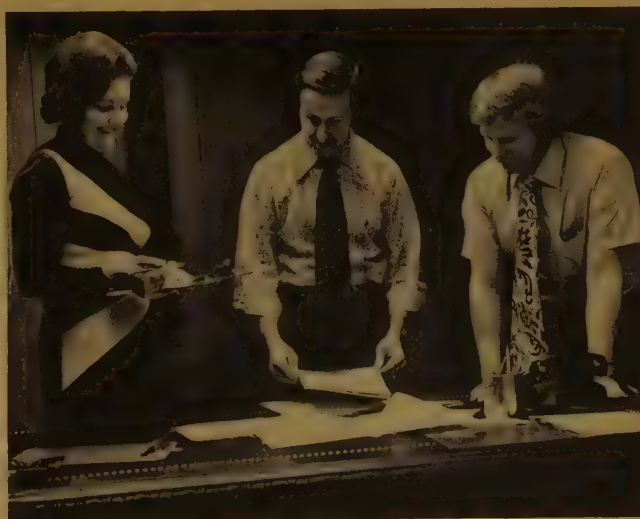
Post Woman's World
We Get There First.

EDITOR & PUBLISHER for May 19, 1973

San Diego judging panels pick winners in E&P promotion contest



CARRIER PROMOTION — Henry Raves of E. D. Kramer Co., Robert N. Weed, Publisher of the Orange Coast Daily Pilot, and Frank Hill, Circulation Manager for the San Diego Tribune, examine carrier promotion entries.



TELEVISION — Jackie Jenke, Coordinator at the University of California at San Diego's Public Affairs Office, James H. Anderson, Promotion Manager at television station KFMB, and Dave Hathaway, Media Director at Franklin & Associates, Inc. judge television classifications in the E&P promotion contest.

Promotion awards

(Continued from page 10)

sports, magazine, women's news—the direct mail circulation promotion award for the *Houston* (Tex.) *Post*. The campaign was submitted by the Post's agency, Goodwin, Dannenbaum, Littman & Angfield. No other awards were presented in the category, which drew 11 entries.

The *Chicago Tribune's* campaign of color doubletruck ads featuring dramatic photography and the slogan, "The Tribune Crowd," walked off with honors in the trade paper advertising category. The judges commented on the "high mood" of the photographic illustration, forcing them to read the brief copy." The Tribune won the advertising direct mail category, with the judges zeroing in particularly on a promotion headlined "Advertisements."

A mailing on theatre audiences won a certificate in the category for the *New York News*.

The in-paper advertising promotion category drew about 90 individual entries, but evenly divided between large and small-circulation papers. The *Houston Post* beat out the Sunday Times of Great Britain for First Prize for larger newspapers, while the *Easton* (Pa.) *Express* campaign, "Take the Express," won easily in the under-100,000 circulation group. In the presentations category, the *Norfolk Virginian-Pilot* earned a First Prize with a flip-chart general presentation produced by Omer (Dick) Shively. Runner-up came from the *Financial Times* of London (England).

The judges described the Norfolk entry "the most complete sales presentation in the competition, including even an order blank and a credit reference sheet for use of the business office. The content allowed for continuous up-dating."

A *Wall Street Journal* black-and-white slide presentation directed to the liquor classification won first prize in the audio-visual category, beating out a variety of slide, stripfilm and motion picture entries on the basis of its compelling hard sell. The panel required nine different types of projectors to view the varied field of entries in the category.

"A look at Southern California Movie-going," an entry submitted by Fred Selzer, Jr., research marketing director of the *Los Angeles Times* easily top honors in the research category. The judges called the entry "an excellent methodologically sound research design, with analysis by various behavioral and demographic categories providing the potential users practical application in the marketplace. The findings of the research have significance not only for commercial usage, but to academic research and thinking in the area of the mass media."

They awarded First Prize for newspapers under 100,000 to the *Sacramento Union* for a consumer videotaped panel, designed to uncover shopping behavior of consumers in the furniture industry. "The focus group was expertly selected and monitored . . . a fine sales piece and research design," the judges said.

Anniversary winners

In the public relations and special events categories the winners included newspapers celebrating their 100th and 200th anniversaries. The *Boston Globe* 100th Anniversary celebration was cited "for originality and dignity, an outstanding presentation, with appropriate use of historic front pages, and employees participation in carrying out community theme."

In the under-100,000 circulation group, the *Oakland* (Mich.) *Press* took First Prize for a campaign involving the change of the paper's name from the Pontiac Press. Beginning with a long-term

(Continued on page 12)



DIRECT MAIL PROMOTION — Howard Saunders, art director with Chapman-Michetti, Richard Meads, President of Knoth & Meads, and Ivan Radovich of Pacific Outdoor Advertising, worked together as judges on the OUTDOOR MEDIA Classification.



AUDIO-VISUAL PRESENTATIONS — Howard Matson, Director of Copley Productions, Inc. and Angela Warring of Barnes-Chase advertising agency, viewing films and slides in E&P competition.



OUTDOOR—The New York Times' campaign during the presidential elections last year, "One up on topic one" earned it First Prize for outdoor media promotion. The Times also won a Certificate of Merit in the same classification.



TRADE PAPER ADVERTISING PROMOTION — Bert Stolpe, publisher of the Hotel & Travel Index, and Robert Perine, art director with Frye & Smith, Inc., examine an entry from the Chicago Tribune.

(Continued from page 11)
teaser campaign, demographic and circulation problems were considered and treated with elegance and simplicity, the judges said. "Results are impressive too," they added.

The top honors for special events went to the *Baltimore News-American* for its 200th Anniversary celebration, cited as "a well-planned, well-executed and documented event that involved all of its communities in commemorating its bicentennial anniversary."

The *Pennsylvania Mirror*, State College, Pa., took First Prize for special events in the under-100,000 circulation category with the "Mirror 500," a contest involving staff, advertisers, and the entire community, cited by the judges for "superb execution, completeness of the program as demonstrated by excellent results."

Several of the films submitted in the competition will be available for viewing at the INPA Conference, and cassettes will be produced including radio spots submitted in the competition.

For next year's competition, judging will return to New York, with awards presented at INPA's 44th annual conference in Cleveland, Ohio.



PUBLIC RELATIONS, SPECIAL EVENTS — James R. McCain, Director of Public Information for San Diego County, Jerry Wynn, Public Relations Director for the San Diego Chargers, and Steve Ellingson, President of the U-B Newspaper Syndicate.



PUBLIC RELATIONS — William C. Harmel, Jr., Public Relations Administrator for National Steel & Shipbuilding Co., Eva G. Irvine, Public Information Director for the American Cancer Society, and Dr. Frederick C. Whitner of the University of California at San Diego, Journalism Department.



PUBLIC RELATIONS-AUDIO VISUAL — Glenn Fulkerson, from California State University at San Diego, Ardis Heise, Public Affairs Officer at the University of California at San Diego School of Medicine, and Randa Mitchell, President of Mitchell & Associates advertising agency.



RESEARCH—Dr. David Feldman, Associate Professor of Sociology and Communications at the United States International University, Donald Clothier (forward), Marketing Services department of Wickes Corporation, and Randall D. Grimm, Director of Research with Barnes-Chase Advertising, Inc., study methodology and research entries in E&P awards competition.



IN-PAPER PROMOTION (Advertising / circulation / editorial) — Judges Robert Nichols of advertising agency Phillips-Ramsey, Inc., Harold Betancourt, President of Walters-Betancourt, Inc., and Rudy Marcus, Advertising Director at the Riverside Press-Enterprise, study a classified advertising entry from the Houston Post.



DIO PROMOTION — Marilyn P. Lees, manager of Program Promotion at the University of California at San Diego, and Mel of Cinira Corp., in the sound studio at station KFMB as they listen to tapes of radio spots in the E&P competition.



**excitement
STARTS
MONDAY!**

SPECIAL EVENT WINNER—Pennsylvania Mirror's community-involvement contest topped entries in under-100,000 capacity for public relations special events in E&P Promotion Contest.



on the beat...

IN-PAPER editorial promotion campaign won First Prize for Birmingham Eccentric, using large photos to promote local coverage, in under-100,000 circulation group in E&P's 38th annual Promotion Awards Competition.

**How do you get to
Easton?**



Take The Express!

You're an advertiser and you'd like to know... "How do I get to my customers in Easton?"

Take The Express!

It stops at more than 26,000 homes in the immediate Easton-Phillipsburg area on its way to more than 53,000 families along The Express route. Not a trunk line, but a solid transportation medium for your advertising message. The Express has been successfully "hauling" the freight for well over 100 years!

The EXPRESS

reaching more than 53,000 families daily

PAPER WINNER—The Easton Express' in-paper campaign, "Take the Express" was named 1st in its field among newspapers with under 100,000 circulation.

**Former news plant
will become a bank**

The onetime home of the *Miami Beach* (Fla.) *Sun* is going to be a bank and office building.

The *Miami Herald* (Knight) announced this week that it had sold the *Sun* building, which contains 12,000 square feet of space, to the Miami Beach Federal Credit Union for \$185,000. The property includes a parking area of 14,000 square feet of space.

Originally the one-story, built in 1942, as a grocery store. When the *Herald* acquired the *Sun* several years ago it moved it to the *Herald* presses in Miami.

EDITOR & PUBLISHER for May 19, 1973

Privacy laws

(Continued from page 7)

Gordon suggested that photographers and editors keep in mind a possibility of proving truth as a defense and then getting hit with invasion of privacy action in which a jury could find publication of a true item nevertheless violated "the ordinary decencies" or was not in fact newsworthy, and therefore did invade the plaintiff's privacy. Consider also, he said, that pictures in a public place are ordinarily privileged against privacy actions but violation of the ordinary decencies could negate that protection. He mentioned the case of a woman who sued for invasion of privacy after publication of a picture of her with her skirt blown up while leaving a fun house at a county fair.

Another area reviewed by Professor Gordon as of particular concern to photographers and their editors is if a picture is used to illustrate a story with which it has no direct connection. Courts have ruled that where a picture reflects falsely on people because of the context in which it is presented, it can be invasion of privacy.

Some suits have resulted from inappropriate placement of pictures producing impressions that don't square with the facts.

Camera vs. illustrator

Noting photographers' concern with ground rules for admission and media people to courtrooms, Gordon suggested "a logical argument" can be made that cameras, and especially still cameras, are less obtrusive these days than an artist sketching in court and that photographers are going to have to educate the bar on this point.

"The media are also going to have to resist the more sweeping judicial orders which bar them from activity outside the

courtroom itself. But at the same time, the media must show some common sense—some voluntary restraints, if you will—so that the emphasis on the public's right to know, or see, doesn't inadvertently unbalance the relationship with the right of every defendant to have a truly fair trial."

Right of access

The mounting issue of access to the media by members of the public could be far-reaching or as simple as expanded availability of op-ed pages and letters to the editor columns, Gordon noted. It could be that the right-of-access will affect photojournalism only indirectly but he said he raised the issue because the question cannot be safely ignored by anyone in the print media.

Gordon does not think it likely that photographers will be required to balance their individual photos ideologically, but "a legal requirement for instance, either to run photos of spokesmen for two opposing ideologies—or to run neither one—could conceivably come in the more distant future..."

Preprinted ad use soared 18% in 1972

The Newspaper Advertising Bureau reports that the distribution of preprinted ads increased 18% during 1972. The figures include both supps and roll-fed ads.

The figures are based on material supplied by the Newspaper Pre-print Corp. They show that preprinted stuffed inserts gained 19.5% on Sunday and 15.5% during weekdays.

NAB noted that SpectaColor use increased 15%, and reached its highest level of usage so far. The figures show that preprinted ads had an aggregate circulation of 11.8 billion.

KNI upgrades its manpower with full personnel program

By Jerome H. Walker

Application of a systems approach in personnel selection and assignment is upgrading the manpower on the Knight Newspapers. Top management not only is fully committed to the program but participates in it with a special interest in training and development of executive talent when and where the need arises.

The broad extent of the management manpower training program which has been devised over the past few years for the KNI operations was described by its principal directors, Byron B. Harless and Douglas C. Harris, at a two-hour session of the Institute of Newspaper Controllers and Finance Officers (May 14) at the Doral Country Club near Miami, Fla.

In general comments, Harless, who is vicepresident-personnel for KNI, threw out some one-liners for the audience of 200 INCFO members who represented newspapers of all circulation sizes.

When hiring a personnel director, he advised, "don't look for someone who just happens to love people."

A newspaper of 35,000 to 40,000 circulation with 175 to 200 employees is ready for a personnel director.

Rewarding career

"The newspaper industry assures careers with rewarding experience and security."

Morale is higher among people on the night shift than among those on day shifts, the reason being that night workers don't feel they are being annoyed by the brass asking fool questions.

"No one learns to be a competent executive in a classroom."

At KNI we don't anoint crown princes; we give the individual an opportunity to "make it" by proving himself in a job.

Generally, employees are not interested in the big problems of the company; they are concerned with things that affect them personally, such as redecorating or rearranging their offices.

The Knight program, Harless said, contains elements that provide such sensitive information that "we can predict the probability of strikes."

Non-KNI papers aided

Harless extended an offer of assistance to any non-Knight newspapers that are anxious to improve their personnel recruitment. Already, he noted, the Knight Newspapers Institute of Training, which offers personnel seminars, has entertained representatives from 16 papers outside the Knight group.

Management manpower training, Harless stressed, is essential to survival in business. The KNI program is geared to (1) obtaining people, the personnel directors of each newspaper being responsible for coming up with candidates for positions; (2) interviewing techniques which involve reference checking, psychological testing and physical examinations;

and (3) evaluation of candidates on the basis of the questions asked and interpretation of the replies.

With government deeply involved in employment practices, Harless emphasized that personnel directors must be professionals, not "retreads or transfers from other departments of the newspaper." The KNI testing program has been validated with a view to the requirements of the Equal Employment Commission.

Today, Harless pointed out, recruitment for newspaper jobs involves a great many people who have never worked in the industry. The testing is designed to select from that pool of applicants the people who are qualified for newspaper work.

Factors in testing

The testing, which is applied to newsroom personnel as well as others, covers such elements as:

Intellectual capacity, Verbal attitudes, Numerical attitudes, Practical judgment, Special skills, Clear thinking.

Social understanding, Energy, Cautionness, Social boldness, Stability, Objectivity.

Friendliness, Thoughtfulness, Cooperative attitude.

Harris, who is director of manpower development and training for KNI, said the results of the testing can identify people who have the potential for management positions. The manpower audit is evaluated in the KNI Developmental Centers where management observers and participants meet face-to-face in interviews, examinations and confrontation with hypothetical problems of the jobs. These sessions, in which general managers, editors and personnel directors play the key roles, run over a period of several days.

Some of the areas covered are career aspirations—is the person satisfied with what he is doing now, where does he expect or want to be in five or 10 years, is he willing to relocate? In a promotability analysis, attention is given also to non-promotable factors. Supervisors determine if the person is well placed now or is in the wrong job, does he need a transfer, is he over his head, should he be replaced or fired?

On the question of retirement (within seven years), consideration is given to these factors: is the person's performance slipping? Should he be given early retirement? Could his ability and talent be better utilized? Is someone ready to fill the position?

Programs at each paper

Each Knight newspaper has its own manpower training program which takes cognizance of drug and alcohol problems, effective speaking and hands-on experience in the production shops. Supplementing these efforts out-of-house programs are available, such as American Manage-

4-day week, 30 day vacation pact signed

Reporters and photographers at the *Journal De Montreal*, a French-language morning tabloid, signed last week a three-year contract giving them a four-day 32-hour work week effective January 4, 1974.

The contract, retroactive to January 1, 1973, also guarantees a four-week annual vacation at time and a half and a three-month maternity leave with full pay.

The newspaper with a daily circulation of 145,000 is a subsidiary of Quebecor Inc.

Editorial employees belong to the National Communications Federation, affiliated with the Confederation of National Trade Unions.

Office workers also signed a contract agreement with the paper, but details were not immediately available.

Machinists and typesetters have begun negotiating for a new contract.

Under the editorial employees' contract a journalist jailed for libel or for refusing to identify news sources would receive full pay during his imprisonment.

An employee who is fired receives 50 per cent of his pay until a mediator reaches a decision. If he is rehired, he receives the other 50 per cent.

Under the agreement, the average weekly salary for editorial employees is more than \$200.

ment Association courses, American Press Institute seminars and grants for completion of high school and college education.

When it comes to the maintenance of manpower, the KNI program, as outlined by Harless, conducts personnel attitude surveys and group scores are compiled to provide guidance ratings. Harless gave the following example with 10 topics covered in a survey listed in the order of importance by the employees:

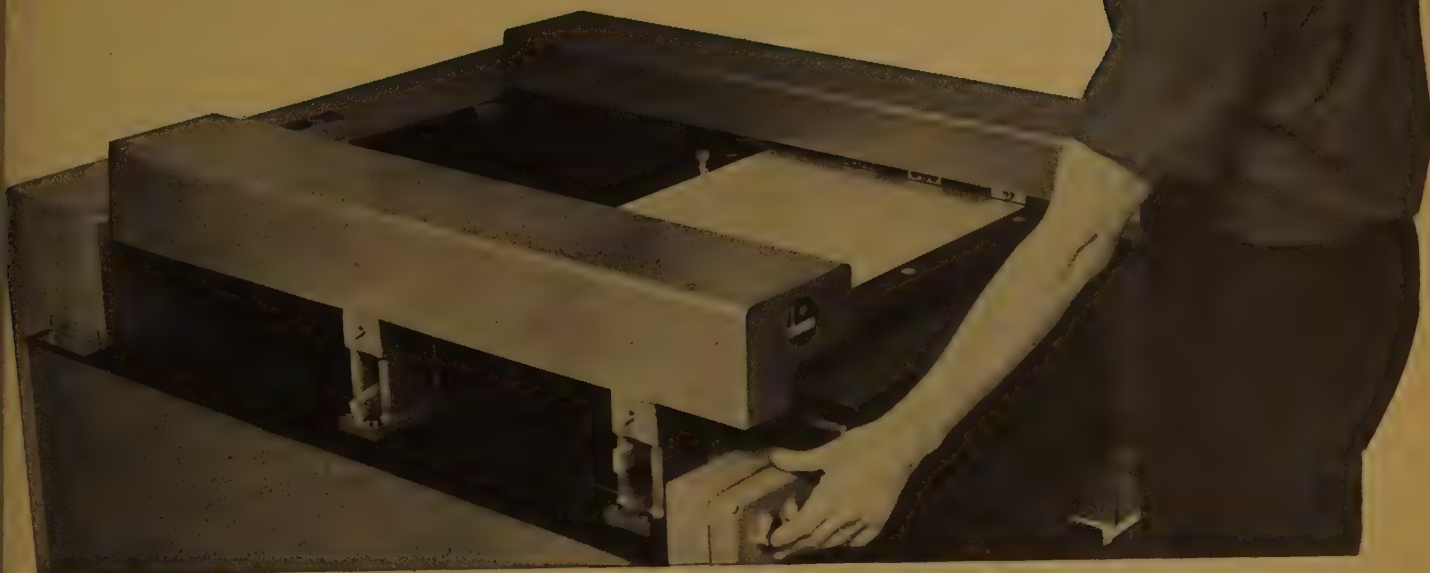
1. Appreciation of work done.
2. Feeling of being "in" on things.
3. Sympathetic with personal problems.
4. Job security.
5. Good wages.
6. Interesting work.
7. Promotion to better job.
8. Loyalty of management to the worker.
9. Good work conditions.
10. Tactful discipline.

Supervisors who were asked the same questions rated good wages as No. 1, sympathy with personal problems as No. 9 and being "in" on things as No. 10. Appreciation of their work also was high on their list.

'Bring pay into the open'

Harless said management shouldn't be afraid of "stirring up a hornet's nest" by purring wages on questionnaires. "Fairness of pay should be brought out into the open," he advised. But all the other elements in personnel selection (Continued on page 51)

You'll thank your Chemc⊕man



Triangle Publications did... for the Protocol Power Plate Punch for web offset printing.

The management of Triangle Publications, Inc., Research and Development Center, Hightstown, New Jersey, was well aware of the time-and-material-saving advantages of plate punches for web offset. When their Chemcoman recommended the electrically-powered Protocol Plate Punch, they investigated the many features it offered.

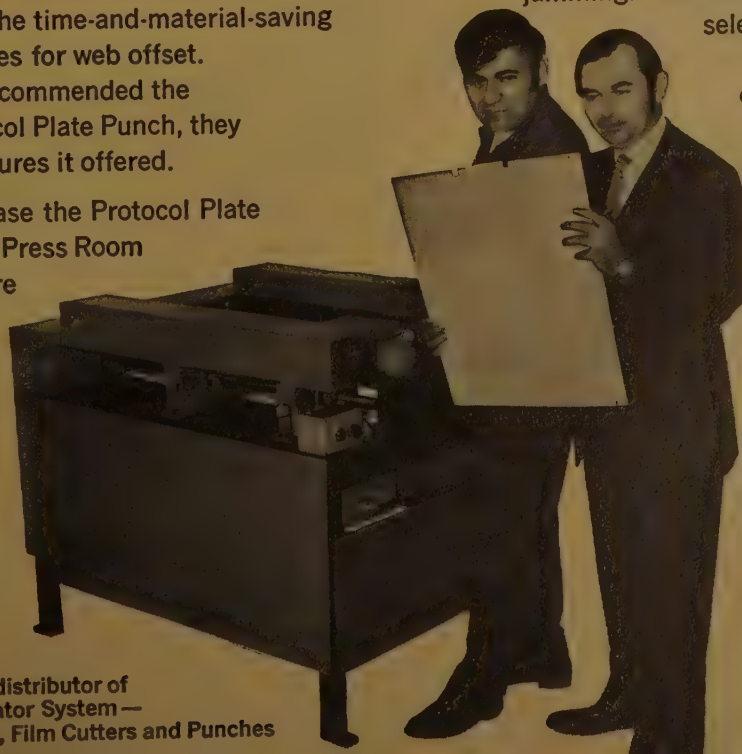
"We decided to purchase the Protocol Plate Punch," says Nick Paulus, Press Room Superintendent, shown here with Chemcoman Walter McLoughlin, "because it is built to last. We have a sizeable investment in our press and we can't take chances on equipment that may break down and

tie up production... The Protocol is an essential addition to our shop. We now have the assurance of a rugged, durable punch for quick press register."

The Protocol Plate Punch also provides positive retraction. A lubricating system prevents metal residue from building up on the punches, which eliminates jamming. Push-button controls and individual selection of punch heads make

for simple and speedy operation. The Protocol can punch any kind of plate material, up to .030" thick.

For details on Protocol Plate Punches — either power or manual — ask your Chemcoman or contact Chemco Photoproducts Company, Div. of Powers Chemco, Inc., Glen Cove, New York 11542.



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**Bourbon Street,
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Add one more thing to your "can't miss" list during the ANPA/RI Show in New Orleans, June 10-14. Our new Metro-reader. We'll have it plus MGD's new Metro-set CRT phototypesetter and a few other new ideas in printing on display at the MGD booth #930.

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Where science gets down to business.

Conflict of interest rules studied by business editors

By Mark Mehler

Questions of ethics, growing demand for consumer news, and critical space problems, were topics dealt with by the Society of American Business Writers at their annual meeting in New York May 7-9.

At the business session, the writers discussed the formation of a code of ethics, and set up a committee to research the matter.

Dave Beal, business editor of the *Binghamton* (N.Y.) *Evening Press*, told EDITOR & PUBLISHER that there was increased awareness by many writers and editors in the group of conflict of interest possibilities, particularly with business staffers owning stocks and other securities. Only a few papers, he said, have strict policies governing the conduct of their business staffers.

"On our paper, there are only me and one other person in the business department, but we both are required to disclose all our sources of income to the managing editor," he said. "Of the larger papers, the *Chicago Daily News* and *Wall Street Journal* both have set policies, but not too many others. We as a group seem to feel that one universal policy would be in our interest . . . anything that enhances our credibility is in our interest."

New officers elected

At the business meeting, the members held election of new officers. They are:

Hobart Rowen, assistant managing-financial editor, *Washington Post*, president;

Don Campbell, financial editor, *New York Daily News*, vicepresident;

Myron Kandel, editor, *Wall Street Newsletter*, treasurer;

Ralph Weiskittel, business editor, *Cincinnati Enquirer*, secretary;

At a newspaper workshop session, the editors discussed the results of an SABW survey of member newspapers; resources, readership, and problems. The survey of 22 dailies, though not conclusive, represented almost 6½ million in circulation, and pointed to several trends.

20 of the 22 reported increases in their business news holes (other two unchanged) between 1965-1973. The *Washington Post* reported an astounding growth of over 100% in its news hole. The *Post's* financial editor Rowen said the news hole has increased from 16-17 columns in 1966 to 34-35 daily. The staff has increased, he said, from three to nine, and in the next couple of years, Rowen hopes to begin a separate business section. "There is no question about it," he asserted, "this is a trend across the country. The *Post* is a dramatic example of that trend."

Staffs not growing

Business staff growth at most papers, however, did not seem to be keeping up with space increases or rising reader de-

mand. While 91% reported rising news holes, and 68% reported more demand by readers, only 54% said staffing had grown.

Local business news and securities market news was found to be in far greater demand than economic policy news. Half of the papers surveyed produce consumer, environmental, and labor news, either on the business page or by the business staffs.

None of the papers responding listed pressure from advertisers as a problem. The major problems cited were shortage of space (16), shortage of staff (15), and salary difficulties (11).

Other discussion at the workshop pointed to the growing problem of mutual-fund tables. Dick Griffin, business editor of the *Chicago Daily News*, complained that 39% of the funds his paper publishes six days a week aren't authorized to be traded in Illinois. "That means we carry 162 useless listings every day . . . since we use a half-column list daily, and a one-column weekends, that means we literally throw away 50 column inches a week."

Upgrade mutual tables

Griffin said that since Illinois is third in the nation in number of stockholders, therefore in states with fewer stockholders, the list of useless mutual-fund quotes is even higher. A committee was formed of Griffin, Associated Press financial editor Bob Haring, and two yet unnamed editors, to make recommendations to the National Association of Securities Dealers (NASD) that it upgrade its tables. Currently the only requirement for listing is that a fund have 2,000 shareholders. "Hell, under that criteria, all 2,000 can live in the Watergate and you still get that fund creeping into your table."

Griffin said Haring was cognizant of the problem and would work with SABW members in supplying regional (or upgraded) lists instead of the present national list.

One suggestion brought up at the session was that NASD raise its requirements to a minimum 12,000 shareholders with availability for trading in at least 37 states.

In addition, editors of pm papers were again warned of the effects of the proposed extension of New York Stock Exchange trading hours ½ hour to 4 p.m. Joe Newman, of the *Philadelphia Bulletin*, not present at the meeting, is heading a campaign against the move, on the ground that it would make it impossible for pm papers to publish closing prices within their deadlines.

Address by Furness

Betty Furness, newly-appointed New York City Commissioner of Consumer Affairs addressed the writers at the general meeting.

Furness, former consumer adviser to both President Johnson and Governor Rockefeller, leveled criticism at business editors for their failure "to serve the consumer."

"By and large," she said, "the press just doesn't serve the consumer. They recognize that something called the consumer movement is out there, and even pay it lip service by enlisting big names like Ralph Nader as column by-liners. But I think it's fair to say, that in most places, most of the time, the press doesn't let you know when a local supermarket picks you pocket with deceptively marked over-weight cuts of meat, or when Happy Harry, the used car dealer, makes odometer dance."

Furness conceded that newspapers are faced with the sticky problem of having to "bite the hand that feeds them"—the local advertiser. "If Bob Haldeman were an important advertiser, Watergate might still be just a nice place for rich folks to live," she said.

She chastized business writers as a whole for not following up on consumer leads that end up on their desks. "I think the way business deals with consumers in news . . . a lot bigger news than whether AT&T's profit was up or down last quarter, or some second vicepresident for marketing got a promotion to first vicepresident for marketing . . . but it's these kind of flack stories that dominate business coverage by the press."

Dig harder

Furness cited several examples of the kind of coverage she was advocating. In 1969, 43 states filed anti-trust suits against the major drug companies (Upjohn, American Cyanamid, Pfizer, Olin, and Bristol-Myers) for price-fixing. The settlement of the suit provided for the companies to set aside \$30 million for rebates to overcharged customers. "Now, three years later," said Furness, "how many of you thought to find out whatever happened to that money. Milton Moskowitz of the *San Francisco Chronicle* did, and he got a good story."

The message came loud and clear: You have to dig harder.

"I know I'm asking all of you, who already work hard, to work harder. But that's what's necessary to find the difficult story behind the easy story. I suppose the problem with business reporting is it lacks the cosmic touch of politics and diplomacy."

She asked the editors to begin a revival of "old-fashioned" journalism that not only gave all the facts, but asked "Is it right?"

"I submit when a business writer starts asking those questions, he becomes a consumer reporter. For example, is it right for huge supermarkets to promise bargains they can't deliver? Is it right for a banker to sit on the board of a voluntary hospital while the hospital's money sits in his bank without interest? And is it right for the organizations that employ you to accept advertising for an addictive drug widely accepted as a primary cause of lung cancer? In all these, there are important stories for both business and consumers."

Vinning so many firsts in one year akes some doing. By some exceptional journalists:

Pulitzer Gold Medal Award for meritorious public service. (Overall coverage of Watergate led by investigative reporting of Bob Woodward and Carl Bernstein.)

Pulitzer Prize for distinguished commentary to David S. Broder.

The Worth Bingham Prize to Woodward and Bernstein.

Heywood Broun Award to Woodward and Bernstein.

Sidney Hillman Foundation Award to Woodward and Bernstein.

University of Missouri Honor Award for distinguished service in journalism.

Overseas Press Club of America Award for best article or report on Latin America to Lewis H. Diuguid.

Drew Pearson Foundation Award to investigative reporters Woodward and Bernstein and editor Barry Sussman.

George Polk Memorial Award for community service to Ronald Kessler.

George Polk Memorial Award for national reporting to Woodward and Bernstein.

Sigma Delta Chi Award for distinguished service in the field of Washington correspondence to Woodward and Bernstein.

The Washington Post. Winner of two Pulitzer Prizes in 1973.

How much freedom for campus newspaper? Panel will decide

Is freedom of the press an arbitral question?

The very question itself may be the main issue when an impartial board of five members considers the ouster of three student editors of the campus newspaper at Florida Atlantic University.

Agreement to submit the action of the university's president, Dr. Kenneth Williams, to arbitration quelled the first serious student uprising on the Boca Raton, Fla. campus that was once an air base. In its early stages, the demonstration included nasty name-calling and the burning of papers published under the personal supervision of the president.

By the time off-campus newspapers had aired two or more sides to the conflict, dissenting students were soaking up the sun while listening to drums and guitars on their grassy Quadrangle.

Cries that Dr. Williams had infringed on freedom of the press by firing the *Atlantic Sun* editor, Ed Schiff, and two associate editors without giving a specific reason persisted in some quarters but they were more temperate after it became generally known that the university administration was concerned with sloppy journalism as well as sensational and irresponsible reporting.

Williams apparently acted on his own in summarily dismissing the Sun's editors and took on the job of editor himself. By

virtue of the Florida education law he is the nominal publisher of the newspaper and controls the purse strings, even though students theoretically allot fees in their own government.

University 'discredited'

In a formal statement on the firings, Williams said he had become convinced "that the level of editorial responsibility and competence of the Atlantic Sun has deteriorated to the extent that it reflects discredit and embarrassment upon the university."

"I can't live under this!" declared Ed Schiff at a stormy gathering of 250 students, and he announced he would leave the college. Williams sat with a committee in front of the audience and watched as Schiff received a standing ovation.

Janie Gould, reporting for the *Palm Beach Post*, described the scene:

"Furious, red-faced students began yelling at Williams. Gesturing angrily, one student pointed at Williams and screamed, 'You've failed the students!' . . .

"As Williams was being interviewed later by television newsmen, students pelted him with shreds of paper—remnants of yesterday's edition of the Sun, published by the administration. Williams left quickly from a rear door of the University Center and students went downstairs to the patio. They tossed cop-

ies of the Sun into piles and burned them, cheering and vowing that their fight is not finished yet."

The next day the publications committee chairman, Jay Block, apologized to Williams for the "foul language" the dissenters had directed at him.

Schiff contended that his ouster as editor of the Sun had been instigated by Adelaide Snyder, head of the University Relations department, who is known to have considerable influence in the administration of FAU. A recent Sun article protested that she held too much power and was grossly overpaid. The latter claim was disputed by a state education official who gave figures to show her salary in the \$20,000-a-year range was well within guidelines for comparable positions.

As Williams offered to settle the dispute with an arbitration panel and the student kept the issues alive in a new paper, the *Underground Owl*, the *Boca Raton News* provided some background on Schiff and the way he edited the Sun. The writer, Wiley Brooks, a columnist in the Knight newspaper, charged Williams with exercising censorship—"ugly, totalitarian censorship"—but he conceded that Ed Schiff "is a very hard person for professional to rally around."

The Sun is printed at the News plant, so, Brooks noted, "many of us had a chance to see Schiff in action, or inaction as was getting to be more and more the case. Under his leadership, the paper often missed deadlines and caused problems for the production of the News. Attempts to reach Schiff to clear up the problems were becoming futile."

In trouble over needs

Brooks also criticized the Sun for placing more emphasis on sensationalism than on accuracy. This factor in the editor's dismissal drew attention, too, by Raymond Mariotti, editor of the Cox-owned *Palm Beach Post*, who recalled that Williams had complained of the Sun's rumor mongering, vilification, bad grammar and faulty spelling.

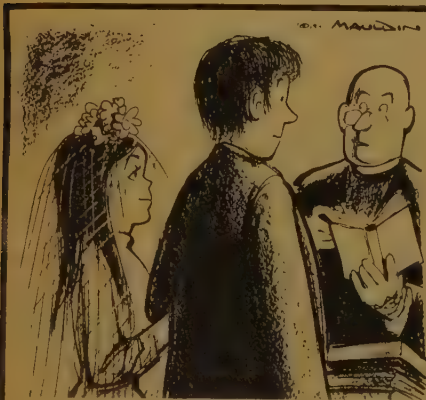
The Sun's staff, Mariotti reported, had been in trouble months ago for using the front page for a picture of four nude male students covered only by ping-pong paddles.

The independent board that will weigh all the elements of the Sun's status at FAU consists of a university dean, two faculty members and two students, with a non-voting professional journalist as a consultant. Williams has said he will be guided by the board's findings, which are expected to be made public soon.

While deciding whether the Sun editors violated the paper's guidelines and journalism ethics, the panel must take into consideration the underlying issue as stated by Williams:

"In simplest and clearest terms, we want only a newspaper which serves its public—the University family—in the tradition of all great newspapers. So long as it does this, it will have our support and it will have earned the freedom it must have."

The question on the FAU campus now is: Will the arbitration panel recommend conditional freedom of the press to resolve the controversy?



"I now pronounce you man and Ms."

FRANKLY FEMINIST

a weekly column
by Gena Corea

Are you keeping up with the times? Women's liberation is moving forward on all fronts, not just with rallies and speeches, but in quiet ways of attitude and expression. Gena Corea, whose articles on how women view society have appeared in such publications as The New York Times, Editor and Publisher, now writes a weekly 700 word column, **FRANKLY FEMINIST**. You'll find it fresh and stimulating. For proof, just write for your free copy: The New Republic Feature Syndicate, 1244 19th Street N.W., Washington, D.C. 20036

Ask for free copies of the latest weekly column of Ralph Nader, In The Public Interest and/or TRB from Washington.



**Look what
our fashion editor
is wearing this
spring.**

"Al Merito della Repubblica Italiana", rank of Cavaliere. It's one of the highest civilian honors the Italian Government can bestow. This year it has been awarded to Marian Christy for her contributions to the world of fashion. It's

the 31st honor she has received for fashion coverage. It is an extraordinary achievement. But not a surprising one.

For in the eight years she has been writing for The Globe, Marian has been named the country's top fashion editor more times than

any other writer in America. She's walked away with practically every other award and honor the fashion world can bestow, too. News is whatever interests people. And in the world of haute couture, no one writes about fashion as Marian Christy does.



**Marian Christy
writes for
The Boston Globe.**

39th annual Headline Club awards are made

The National Headliner Awards were presented May 19 at the 39th annual awards banquet in Atlantic City by the Headliner Club.

The print media winners were:

CALIFORNIA

OUTSTANDING FEATURE PHOTOGRAPHY: By Joseph A. Fisina Jr., *Fresno Bee*, "That Old Hoop Trick".

COLORADO

OUTSTANDING DOMESTIC NEWS REPORTING, NEWS FEATURE OR NEWS SERIES IN DAILY NEWSPAPERS, CIRCULATION UP TO 50,000: Carl Miller, *Colorado Springs Sun*, "Magazine Sales Racket".

FLORIDA

OUTSTANDING PUBLIC SERVICE BY A NEWSPAPER: *The Ledger*, Lakeland, Fla., "The Two Part Battle".

OUTSTANDING DOMESTIC NEWS REPORTING, NEWS FEATURE OR NEWS SERIES IN DAILY NEWSPAPER, CIRCULATION OVER 150,000: *The Miami Herald*, Miami, Fla., by the news staff.

KENTUCKY

OUTSTANDING INVESTIGATIVE OR OTHER SPECIALIZED REPORTING: William F. Reed Jr. and James M. Bolus, *The Courier Journal*, Louisville, Ky.

CONSISTENTLY OUTSTANDING NEWSPAPER PUBLISHED MAGAZINE: *The Courier-Journal & Times*, Geoffrey Vincent, Louisville, Ky.

MICHIGAN

OUTSTANDING SPOT NEWS PHOTOGRAPHY: David A. Kryszak, *Detroit News*, Detroit, Mich., "Ridin' High".

THE TOM PAPROCKI MEMORIAL AWARD FOR INNOVATION IN JOURNALISM: *Detroit News*, "Secret Witness".

NEW YORK

CONSISTENTLY OUTSTANDING LOCAL INTEREST OR FEATURE COLUMN ON ONE SUBJECT: Miss Nada Skerly, *Newsday*, Garden City, L. I., "Life Over Sixty".

THE MALL DODSON MEMORIAL AWARD FOR OUTSTANDING ENDEAVOR IN THE FIELD OF COMMUNICATIONS: *Newsday*, "Voters Guide".

CONSISTENTLY OUTSTANDING EDITORIAL CARTOONS: Ranan Lurie, United Feature Syndicate.

CONSISTENTLY OUTSTANDING SPECIAL FEATURE COLUMN ON ONE SUBJECT: Stewart Alsop, Contributing Editor, *Newsweek*, "Columns on Politics".

OUTSTANDING MAGAZINE AND SYNDICATE PHOTO: Edward T. Adams, Associated Press, "Policeman Hurt in Harlem Battle".

CONSISTENTLY OUTSTANDING SPORTS-WRITING OR SPORTS COLUMN BY AN INDIVIDUAL: Sanford Padwe, *Newsday*.

BEST DOMESTIC NEWS FEATURE OR NEWS SERIES: John Barbour, Associated Press, Port Washington, N.Y.

CONSISTENTLY OUTSTANDING FEATURE WRITING BY AN INDIVIDUAL: Saul Pett, Associated Press.

OHIO

OUTSTANDING SPORTS PHOTOGRAPHY: Fred Shannon, *Columbus Dispatch*, "Pant-ing at Third After Triple".

PENNSYLVANIA

OUTSTANDING DOMESTIC NEWS REPORTING, NEWS FEATURE OR NEWS SERIES IN DAILY NEWSPAPERS, CIRCULATION FROM 50,000 TO 150,000: *The Patriot* and the *Evening News*, Harrisburg, Pa.

CONSISTENTLY OUTSTANDING LOCAL INTEREST OR FEATURE COLUMN ON VARIETY OF GENERAL SUBJECTS: Sandy Grady, *Evening and Sunday Bulletin*, Philadelphia, Pa.

WASHINGTON, D. C.

The National Headliner Club presented a special citation to Julie Nixon Eisenhower for "Eye on Nixon", A Photographic Study of the President and the Man.

The book provides an intimate perspective of the life of her father, the President.

The reporter behind bars. Is he fighting for his own rights Or yours?



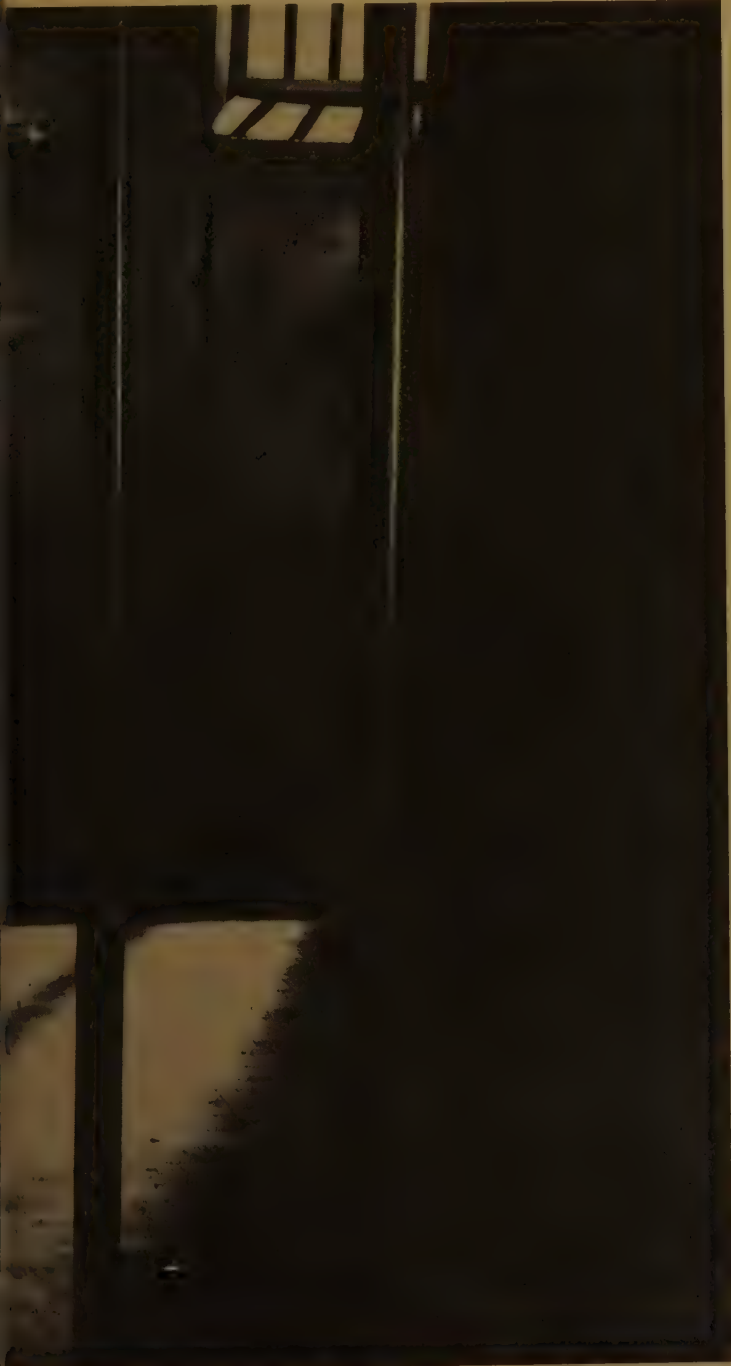
Why would a reporter choose the humiliation of imprisonment rather than reveal confidential material to courts or government agencies? It is not because his job is at stake. No reporter has been threatened with dismissal if he talked. No. Something much bigger is at stake here.

The good reporter and his editor know that their job, first and foremost, is to inform the public. To do this job properly, the reporter must look behind the official press release. He must learn his subject in as much detail and depth as possible. He must have access to special people with special knowledge on that subject.

He knows, too, that unless he can guarantee his sources complete protection, they will soon disappear; and the public will be deprived of the facts it needs to make informed decisions. This is what the jailed reporter is fighting to protect. The public's right to know.

Some argue that not all journalists are responsible. And that absolute immunity might only encourage irresponsibility. When we weigh the inestimable benefits of a free press against its inherent dangers, the choice remains clear.

As the great French author, Albert Camus, stated it, "A free press can, of course, be good or bad, but without freedom it will never be anything but bad... Freedom is nothing else but a chance to be better, whereas enslavement is a certainty of the worse."



AKRON BEACON JOURNAL
BOCA RATON NEWS
CHARLOTTE NEWS
CHARLOTTE OBSERVER
DETROIT FREE PRESS
MACON NEWS
MACON TELEGRAPH
MIAMI HERALD
PHILADELPHIA INQUIRER
PHILADELPHIA DAILY NEWS
TALLAHASSEE DEMOCRAT

KNIGHT NEWSPAPERS, INC.

Papers tops for political news in N.J.

In a statewide telephone poll conducted March 23-31, the Eagleton Institute attempted to answer this question: "Where does the New Jersey citizen get information about state politics?"

The clear indication of the poll, tabulated by Opinion Research Corp. of Princeton for the New Brunswick-based Institute, is that the well-informed Jerseyan reads a newspaper.

Respondents were asked where they got information about what is happening in New Jersey politics and they were allowed to mention more than one source. Newspapers were mentioned by 91 per cent of the sample, television by 78 per cent, radio by 57 per cent and friends and acquaintances by 50 per cent.

Respondents were also asked to identify the source of political information that they considered most valuable. Newspapers topped the list with 48 per cent of the sample saying they were the most reliable source. Television was named by 31 per cent, radio by 5 per cent and friends and acquaintances by 7 per cent. The remaining 9 per cent gave other responses or no opinion.

Eagleton asked if people could name any of the candidates for governor of New Jersey running in the June 5 prim-

ary. The poll showed that persons who identified newspapers as the best source of political information on New Jersey were more likely to name a candidate than persons who said television was their best source. Of these persons who listed newspapers as the best source of information on New Jersey, 32 per cent could name at least one candidate for governor. Of those who listed television as the best source, only 17 per cent could name at least one candidate for governor.

Furthermore, among those naming newspapers as the best source of information on state politics, 10 per cent could name more than one candidate while only 4 per cent of those identifying television could do likewise.

Newsmen win this one on source protection

The U.S. Supreme Court has refused to review a lower court's ruling in which Federal Judge Dudley B. Bonsal of New York refused to require disclosure of an anonymous source in an article that appeared in the *Saturday Evening Post* in 1962.

The author of the article is Alfred Balk, who teaches at Columbia University Graduate School of Journalism and is editor of the *Columbia Journalism Review*.

The issue arose in connection with a law suit brought by a group of blacks accusing real estate operations of "block-busting." The plaintiffs sought identity of an anonymous source.

Land use found to be number 1 ecology issue

Land quality and use was the number one environmental issue in 1972 according to a survey of 23,494 editorials in the nation's leading daily newspapers conducted by Public Issues Research Bureau, Inc., of New York.

Monitored were daily newspapers in Atlanta, Boston, Chicago, Denver, Houston, Kansas City, Los Angeles, Louisville, Miami, Milwaukee, New York, San Francisco, St. Louis, Seattle and Washington, D.C., with a combined circulation of 10 million, or seventeen per cent of all daily circulation.

Of the 1,375 editorials dealing with the environment, 24 per cent concerned land quality and use. The next highest subject was water quality, with 18 per cent; followed by air quality, 10 per cent; energy resources, 7 per cent; endangered species, 5 per cent; waste disposal, 4 per cent, and population and pesticides each with 3 per cent.

Significantly, the share of environmental attention given to land quality and use has risen substantially since October 1970 when the first editorial survey was taken.

Western region papers registered the highest share of land use concern, with 28 per cent of all environmental editorials being on land quality and use. This compared to 26 per cent in the South, 23 per cent in the Northeast, and 20 per cent in the North Central region.

During the first three months of 1972, land quality and use remained the foremost environmental issue of editorial concern, while worry over energy resources rose to second place.

The survey was part of a continuing analysis of media opinion in 200 publications including mass media magazines, special interest and opinion press, business press, student press, black press, and prestige daily newspapers.

Founded in 1970, Public Issues Research Bureau has analyzed 85,000 editorials to date for public issue trends and intensities. Quantitative and cumulative reports are issued to government and industry in a monthly "Editorial Opinion Index."

3 newsmen inducted into Indiana's fame hall

Wayne Guthrie, Basil Walters, Boy Gill and Al Wynkoop were inducted into the Indiana Journalism Hall of Fame recently in Indiana Chapter, SDX ceremonies.

Guthrie was cited for his 52-year career at the *Indianapolis News*, much of it as city editor; Walters, president of Newspaper Research Associates, for his long newspaper career. Gill is United Press International Indiana bureau chief and Wynkoop writes a weekly column for the *Lebanon Reporter*.

EDITOR & PUBLISHER for May 19, 1972

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Rochester, N.Y. 14650

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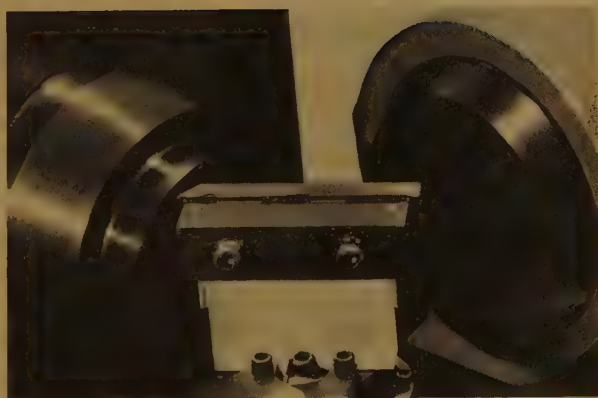
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HARRIS



*Communications and
Information Handling*

CAPITAL CITIES BROADCASTING CORPORATION

NOW ... **CAPITAL CITIES COMMUNICATIONS, INC.**

Stockholders of Capital Cities Broadcasting Corporation approved a name change to Capital Cities Communications, Inc., at the annual meeting held in Houston on May 3. This name change resulted from the company's expansion into newspaper publishing during the past six years.

Until 1968, the company's activities were devoted exclusively to broadcasting. Since that time the company has expanded into the newspaper publishing field—first with the merger with Fairchild Publications, publisher of eight business newspapers (including *Women's Wear Daily*), and later with two daily newspapers, *The Oakland Press* (Pontiac, Michigan) and the *Belleville News-Democrat* (Belleville, Illinois). As a result, more than 40% of 1972 revenues came from publishing.

This past January, the company entered into an agreement to purchase Carter Publications, Inc., publishers of the *Fort Worth Star-Telegram*. This purchase is subject to FCC approval since WBAP AM-FM, Fort Worth, are included in the purchase agreement.

There is no as a

You can't make a xerox. You can't go to
the xerox. And you can't xerox anything. Ever.
You can make copies on the Xerox copier.
You can go to the Xerox copier or to
a Xerox computer.
You can read a Xerox textbook.

It's taken us a lot of years to get
a good name. And we intend to keep it.
So we thought we ought to tell you
how to use Xerox.

When referring to our trademark
Xerox, it should always be followed

such thing erox.

riptive word for the particular
s, such as "Xerox copier" or "Xerox
er" or "Xerox textbook."
u know the old saying, "We don't
at you say about us as long as you
r name correctly"?

Well, we do care.
Spell it right. But please use it right, too.

XEROX

P.S. Please make copies of this.

Acting FBI head confirms taps on 4 reporters

William D. Ruckelshaus, acting director of the FBI, acknowledged at a news conference on Monday that the telephones of four newsmen had been tapped in an effort to determine responsibility for leaks of "highly sensitive and classified information" which in the opinion of foreign policy officials "were compromising this nation's effectiveness in negotiations with foreign powers."

"There were a total of seventeen wiretaps placed for this purpose," Ruckelshaus said. "Four were placed on newsmen as the potential recipients of leaks and thirteen on government employees as the potential sources. The taps were on for varying lengths of times, two for as little as thirty days and one for as long as 21 months."

The Director declined to name the newsmen or the employees whose phones had been tapped. He said that to do so at this time would do more harm than good.

From other sources, reporters have been told that of the newsmen whose telephones were tapped, two were employed by the *New York Times*, one by the *Washington Post*, and one by the *Sunday Times* of London. Later it was reported that no *Washington Post* reporter was involved. New York Times men named were William Beecher and Hedrick Smith and the London newsman identified as Henry Brandon.

Each of these reporters had written stories about the SALT negotiations which the government claimed disclosed unauthorized information and endangered the delicate negotiations.

Legally employed taps

Ruckelshaus said that the wiretaps had been authorized by the then Attorney General, John N. Mitchell at the request of the White House. He said that the wiretaps were legal and in accord with standard FBI procedure.

Records of the wiretaps were transferred from the FBI to the White House upon recommendation of Robert Mardian, then the assistant Attorney General in charge of the Internal Security Division. Mardian personally delivered them to the White House.

Ruckelshaus said that the records were now safely back with the FBI and that there had been no wiretaps on newsmen since February, 1971.

It was reported by the *New York Times* on May 16 that President Nixon authorized the wiretaps on several White House aides in 1969 in response to a dispatch by William Beecher, a *Times* reporter, who reported that B-52 bombers were striking targets inside Cambodia. The article was the first to indicate that the Nixon Administration was expanding the Vietnam War. Beecher left the *Times* last month to become a deputy assistant Secretary of Defense for public affairs.

State issues advertising rules to New Jersey's car dealers

New Jersey Automobile Dealers Association have agreed to comply with new advertising regulations that were issued last week by Gov. William Cahill and Mrs. Millicent H. Fenwick, director of the state's Division of Consumer Affairs.

The rules, which are designed to guarantee truth in car advertising, state:

Dealers must list the manufacturer's suggested retail price when they advertise price reductions.

Red China asks Times to bar anti-Peking ads

The Chinese government has protested to the *New York Times* May 17 against the paper's acceptance of political advertisements from anti-Peking Chinese groups and the Chiang Kai-Shek Taiwan government.

Although the protest did not say so directly, it was indicated that the *Times* would not be allowed to open a bureau in Peking unless it complied with the government's request.

Chou Nan, counselor to the Chinese Mission in the United Nations, and *Times* managing editor A. M. Rosenthal met this week.

Rosenthal was told by Chou that he had been "instructed by his government" to say that the acceptance of advertisements by the *Times* from "reactionary" groups was an "unfriendly" act, not in the best interests of the exchange between Chinese and American newsmen.

Rosenthal said the *Times* regarded freedom of the press as essential to American society, and that those who owned the press had the duty to permit representatives of all political opinions to state their views in advertisements. He said this policy could not be changed without endangering a free press. Chou replied that he was not moved by Rosenthal's remarks and that the *Times* could change if it wanted to.

Rosenthal then asked if this meant the *Times* would not be allowed to open its Peking bureau. Chou made no comment on this, except "You can draw your own conclusions."

Deaths

ERNEST C. MARK, 77, former publisher of the *Toronto Shing Wah Daily News*, the largest Chinese newspaper in North America; May 9.

FRANCIS W. DAHL, 65, newspaper cartoonist for the *Boston Herald* and the *Boston Globe*; May 6.

HOWELL PRICE FRENCH, 78, founder of the first U.S. Army daily newspaper, the *Sheridan Reveille*, established at Ft. Sheridan, Ga., during World War I.

WENDELL A. FOLTZ, 55, sports editor of the *Battle Creek (Mich.) Enquirer and News*; May 8.

Advertisements in the media must state how many cars are on hand and how long the sale will last, thus insuring that the buyer is not simply lured to the showroom with misleading promises.

Standard equipment may not be advertised as a special added benefit.

Dealers must provide evidence if they claim that their offers are the lowest prices in town.

Supreme Court upholds Detroit News VDT use

The Supreme Court has turned down a petition by *Detroit News* ITU local 18 to review a Federal Court decision allowing the *News* to use VDTs pending arbitration. The Supreme Court's May 6 action upheld a December 20, 1972 ruling by the U.S. Sixth Circuit Court of Appeals.

The Circuit Court struck down an injunction brought against the *News* by the ITU. Last fall the *News* had started using VDTs for copy preparation; the ITU claimed such use was not provided in its contract. The ITU sought and received an injunction from the U.S. District Court preventing the *News* from using VDTs pending arbitration.

The *News* had the injunction lifted when the Circuit Court decided that irreparable harm would not be caused to ITU members if the equipment were used before the contract dispute was settled. Briefs have been filed for the arbitration and a decision is expected in a few weeks.

Photon officers resign

Kurtz Hanson, chairman, and Robert Campbell, president have resigned from Photon Inc. for personal reasons, and the Securities and Exchange Commission extended the trading suspension through May 24.

Clifton Sink, who was appointed executive vicepresident chief operating officer of Photon in March (E&P, March 31) replaced Campbell. The company did not announce Hanson's replacement.

The company is presently undergoing financial audit.

Illinois House passes limited shield bill

The Illinois House passed May 14 a bill that would grant newsmen qualified privilege to protect their news sources.

Under it, a reporter would be required to divulge confidential material only if a court found it necessary in the interest of justice in a felony trial, and if all other means of getting the information had been exhausted.



We teamed up with black brainpower to put this shopping center on the map

The ground is cleared—113,000 square feet of it—for Progress Plaza, in Harrisburg, Pennsylvania.

And it's a dream come true for the Reverend Leon Sullivan, founder of Opportunities Industrialization Centers of America.

Progress Plaza is a shopping center that was planned by blacks, to be owned and operated by blacks, in the black community.

Frank Smith, Jim Grier, Jim Swann, and Nick Prim above are some of the people who made it happen.

Our contribution was Frank Smith of our Marketing Research Department. At OIC's request he set up an intensive course in the fine points of planning, developing, and operating shopping centers. Nick Prim was selected as one of the management trainees to take the course, and work with architects Jim Grier and Jim Swann. Now, men like

these are playing key roles in three more projects.

Our involvement with minorities is a continuing thing—and it's getting deeper all the time, not only for us but for our subsidiaries. And it ranges from just plain giving money where it's needed, to hiring people to work for S&H, to helping people learn how to help each other.

Sperry and Hutchinson 
The Encouragement Company



JEANIE STRAND, chief editorial writer for the *Wheeling (W.Va.) Intelligencer*—named women's editor of the *Sandusky (Ohio) Register*, succeeding SUE HIVELY, who is now with the women's department of the *Cleveland Plain Dealer*.

* * *

JOSEPH BLAKE, staff member of the *Gilroy (Calif.) Dispatch*—appointed advertising manager of the paper.

* * *

CRAIG MAILLOUX, UPI assistant picture bureau manager, Los Angeles, was appointed newspaper editor for the Southwest Division of UPI, Dallas. He succeeds JERRY A. McNEILL who resigned to become picture editor of the *Dallas Times Herald*.

* * *

FRED D. BEHRINGER, vicepresident/executive editor of *Montgomery Newspapers*, Fort Washington, Pa., which publishes ten weekly and two daily newspapers, was named vicepresident of the company. CHARLES H. ECKSTINE, vicepresident/advertising director, also named vicepresident.

* * *

BARRY CUNNINGHAM, a reporter for the *New York Post*, and JOHN HESS, a reporter for the *New York Times*, were winners of Columbia University's 1973 Mike Berger Award.

* * *

J. RONALD GATEHOUSE, night city editor of the *Johnstown (Pa.) Tribune-Democrat*, was named night managing editor, succeeding PATRICK E. MALLOY, retired. HAROLD L. BARKHIMER, night copy editor, succeeds Gatehouse as night city editor.

* * *

CLYDE M. REED, editor and publisher of the *Parsons (Kansas) Sun*, is the first recipient of the "Outstanding State Publisher" award presented by the University of Kansas chapter of Kappa Tau Alpha, national honorary journalism fraternity.

news people

Ryder to represent Ottaway in the West

Stephen W. Ryder, who was named publisher of the *Medford (Ore.) Mail Tribune*, has been given additional responsibility as Ottaway Newspapers' representative on the West Coast.

Ryder, who has been a corporate vicepresident since 1964, will work a newspaper market studies and acquisitions for the wholly-owned subsidiary of Dow Jones & Co., James H. Ottaway Jr. president, said.

LEE BARTEN, zone sales supervisor for the *Minneapolis Star* and the *Minneapolis Tribune*—named assistant metropolitan circulation manager; LAWRENCE GLOTT, also a zone sales supervisor, named corporate city and dealer sales manager.

* * *

ALVIN NAGELBERG, real estate editor of the *Chicago Tribune*—named assistant financial editor; GARY WASHBURN, a reporter for the *Tribune's* metropolitan section, succeeds Nagelberg as real estate editor.

* * *

MAURY M. BREECHER, director of publications for West Suburban Hospital, Oak Park, Ill., named articles editor for the *Lantana (Fla.) National Enquirer*.

* * *

ROBERT L. SHAW has been appointed Associated Press Correspondent at Memphis, Tenn., succeeding RANDY SCHMIDT who transferred to Washington.

* * *

GEORGE H. CLARK—appointed senior editor of the *Huntington (W.Va.) Herald-Dispatch and the Advertiser*.

* * *

THOMAS C. CALLAHAN—named sports columnist by the *Cincinnati Enquirer*. He joined the paper in 1971 as a pro basketball and golf writer.

* * *

PAUL G. HAYES, environmental reporter of the *Milwaukee (Wis.) Journal*—awarded the annual Richard S. Davis honor for distinguished performance. The Davis award, named for a late *Journal* reporter and critic, is given by the newspaper's editors.

ComCorp announces staff promotions

Promotion of three top staff personnel has been made by ComCorp Inc., Cleveland, Ohio.

Thomas F. Noonan, previously vicepresident-editorial assumes responsibilities of vicepresident-Cleveland operations. Zane Fox, former operations vicepresident, is now vicepresident and general manager of the Lakeland, Fla. operation. Jean Gerlach becomes executive editor of *Sun Newspapers*.

JAMES HUBBARD, UPI Omaha newspaper bureau manager was named newspaper bureau manager in St. Louis; TOM PETERSON, who works for UPI as a free-lance photographer, succeeds Hubbard in Omaha.

* * *

DEL MARKS, managing editor of the *Denison (Iowa) Bulletin and Review*—named city editor of the *Fort Dodge (Iowa) Messenger*.



Campbell

Miller

JOHN W. CAMPBELL, former retail advertising manager of the *New York Times*, named director of marketing and advertising sales for Philadelphia Newspapers, Inc., which publishes the *Inquirer* and the *Daily News*.

* * *

ALVIN MILLER, vicepresident/compensation and employee relations for Merrill, Lynch, Pierce, Fenner & Smith, was appointed vicepresident/personnel for the Bergen Evening Record Corporation, publisher of the *Hackensack (N.J.) Record*.

* * *

BILL BONDURANT, sports editor of the *Fort Lauderdale (Fla.) News*, appointed managing editor; SCOTT MARSHALL, staff member at the *News*, named to the newly created position of assistant managing editor; BERNIE LINCICOME, sports editor at the *Fort Lauderdale (Fla.) Sun-Sentinel*, succeeds Bondurant as sports editor of the *News*; CRAIG BARNES, assistant sports editor at the *Sun-Sentinel*, succeeds Lincicome as sports editor.

* * *

NATALIE A. LAURITANO, an assistant media planner at Batten, Barton, Durstine & Osborn, named advertising manager of the *New York Review of Books*.

* * *

RAYMOND E. GROSS, news editor of the *Rockland (Me.) Courier-Gazette*—appointed to the newly-created post of managing editor; JOHN E. HAMMER, a reporter and staff photographer at the *Courier-Gazette*, succeeds Gross as news editor.

* * *

ALLEN H. NEUHARTH, president of Gannett Co., Rochester, N.Y., was selected recipient of the alumni achievement award of the University of South Dakota.

* * *

BARBARA FULENWIDER, former staff member of the *Fort Worth (Tex.) Star-Telegram*—now a reporter for *Stars and Stripes* in Darmstadt, Germany.

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Checking Proof Service makes it easy for national advertisers to get needed tearsheets on time. Agencies look to ACB for this service and favor newspapers that use the ACB tearsheet clearing house. ACB helps develop local advertising through its co-op advertising services which are paid for by national advertisers.

We read every daily newspaper advertisement



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MEMPHIS, Tenn. • COLUMBUS, Ohio
SAN FRANCISCO, (2) 20 Jones Street

in the news

MUEL LOOKER, appointed classified advertising manager of the *Harrisburg Patriot-News*, succeeding HAROLD EWHOUSE—retired, after 23 years.

* * *

TRICK DILLON, editor for Minute Publications, Lexington, Mass. — named general assignment reporter for the *San Diego (Cal.) Union*.

* * *

GEORGE H. KELLEY, assistant managing editor of the *Youngstown (Ohio) Vindicator*, named editorial writer; CATESBY CANNON, JR., city editor, succeeds Kelley as assistant managing editor; ANN PRZELOMSKI, assistant city editor—held that position at the *Vindicator*; LANCE T. (PETE) SHEEHAN, presently rewrite and assistant to the city desk, succeeds Ms. Przelomski as assistant city editor; JANIE S. JENKINS, feature writer and general assignment reporter, moves to rewrite spot on the city desk; LES PERAZICH and ROBERT CURRY, staff members, were both appointed assistant sports editors.

* * *

EP. JONES OSBORN, D-Yuma, Arizona, co-publisher of the *Yuma (Ariz.) Sun*, resigned from the Arizona House of Representatives to accept an appointment by the Yuma County Board of Supervisors to fill the vacancy in the state created by the death of Sen. Harold S. Jones.

Arthritis series wins writer \$1000 top prize

Odine Schoenberger, science writer for the *New Orleans Times-Picayune* has won \$1000 from the Arthritis Foundation for a four-part series on arthritis. The 17th annual Russell L. Cecil Awards will be presented June 7 in conjunction with the Arthritis Foundation's 10th Anniversary Annual meeting in Los Angeles.

STEPHEN L. HARRIS, formerly state capital bureau correspondent for the *Burton (Vt.) Free Press*—named director of communications and publicity at Champlain College.

* * *

MORIS KLEIN BACON, a former Associated Press staff member—named editor of *Connet* magazine.

* * *

MARRY J. BUCKEL, director of marketing and public relations for Panax Corp., publishers of the Detroit Area Weekly Newsletters, was appointed general manager of the ten edition newspaper group.

* * *

ALAN L. BROWN, a former account executive with the *Chicago Tribune*—named director of national advertising for the consumer products division of Motorola Corp., Franklin Park, Ill.

EDITOR & PUBLISHER for May 19, 1973

JOHN J. FOLEY, city editor at the *New London (Conn.) Day*—appointed assistant managing editor; ARTHUR J. WEBER succeeds Foley as city editor; ROBERT A. COLBY, named news desk chief and DAVID L. HECKERMAN, named assistant city editor.

* * *

LEO F. NUSBAUM, editor and publisher of the *Falls City (Neb.) Journal* and a veteran of 50 years in the newspaper business—retired; BILL SCHOCK, associate editor and co-publisher, succeeds Nusbaum as editor and publisher.

* * *

BETSY BALSLEY, food editor of the *Honolulu Star-Bulletin*, named food editor of the *Los Angeles Times*.

* * *

JOE KAMALICK, a former Army journalist who covered the Vietnam war for *Pacific Stars and Stripes*—named head of Westinghouse Broadcasting's Beirut bureau.

* * *

DAVID W. CONNOR, named New York manager of the Texas Daily Press League, succeeding J. J. RAHILL—retired.



Meadows



Warren

DON MEADOWS, assistant director of the Information Division of the West Virginia Dept. of Agriculture, has rejoined the staff of the *Huntington (W.Va.) Herald-Dispatch* as layout editor; JAMES K. WARREN, formerly with the Kentucky Dept. of Public Information, has joined the *Herald-Dispatch* regional news team as a reporter for the paper's bureaus in Ashland, and Ironton, Ohio.

* * *

THEODORE R. BRADY, UPI teletype technician, appointed assistant telecommunications chief at UPI New York headquarters.

* * *

ROBERT M. PEARSON, managing editor of the *Windsor (Ont.) Star*—promoted to editor, succeeding NORMAN HULL, resigned.

Public service

For an extraordinary example of special service to its community during the 1972 flood disaster, the Gannett Public Service Award was presented to the *Elmira (N.Y.) Star-Gazette* and *Sunday Telegram*. The paper, which was forced to abandon its plant, continued to publish and at the same time establish a Lend-A-Hand Fund for afflicted residents of the community.

Boston HA columnist wins A. Sloan award

Winners in the 25th annual Alfred P. Sloan Awards for public service to highway safety were announced May 11.

Top individual creative awards went to Wendell Coltin, columnist for the *Boston Herald American* and to Gene Strul, and Roger Burnham, WCKT-tv, Miami, Fla. Coltin will receive \$1000 and Strul and Burnham \$500 each.

The Sloan Awards are sponsored by the Highway Users Federation, under a grant from the Automotive Safety Foundation.

The newspapers honored are:

Easton (Pa.) Express, *Marion (Ohio) Star*, *Concord (Calif.) Transcript*, *South District Journal* (Seattle, Wash. weekly), *Bergen (N.J.) Bulletin* (weekly) and the *Palisadian* (Palisades Park, N.J. weekly).

•

RICHARD H. LEONARD, editor of the *Milwaukee Journal*, given one of four University of Wisconsin school of journalism awards for distinguished achievement in journalism.

* * *

RICHARD ORR, rural affairs editor of the *Chicago Tribune*, is new chairman of the Chicago Press Veterans Association; MAURICE FISCHER, former city editor of the *Chicago Daily News* is new vice chairman.

* * *

ROBERT PATTRIDGE, assistant managing editor of the *Denver Post*—is the new editor of the paper's editorial pages, succeeding DR. MORT STERN—named dean of the University of Alabama School of Public Communication.

* * *

EDMUND W. DOWNES, president of the *Hartford (Conn.) Courant*—named to the board of directors, CBT Corp., parent company of Conn. Bank & Trust Co.

* * *

DON C. MUHM, farm editor of the *Des Moines Register and Tribune*—named winner of the 1973 Agricultural Recognition Award by the Newspaper Farm Editors of America.

Correction

James Ross of the *Santa Barbara (Calif.) News-Press* was appointed retail advertising manager, succeeding Claude O. Snyder. The May 5 EDITOR & PUBLISHER inadvertently listed the promotion as advertising manager.

John A. Park, Jr.

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Course on ethnic reporting taught by Calif. newsman

An addition to the California State University at Sacramento Journalism department is a course on ethnic reporting taught by K. W. Lee, award-winning newsman for the *Sacramento Union*.

Lee, who has been cited for stories on welfare abuse and the problems in minority communities, meets with the class three hours per week when assignments are made and reviewed.

Because the class is new and largely experimental, its size is 15 students, but a larger enrollment is expected in the fall when the seminar is scheduled to continue.

Less than half of the students this spring plan journalism careers, but all admit the experience is interesting.

There are only three white students among the 15, the rest made up of Chicano and Orientals. And the assignments are anything but easy.

Lee laid down the foundation for the class early when he said the white press has only skimmed the surface reporting minority affairs. Newspapers and other media are making an attempt to improve their coverage in these areas, Lee said, "because there is a need to know what is really going on in ethnic groups." This is not to say non-white reporters cannot do a proper job, either, added Lee.

Lee, a Korean, said more minority reporters are being hired because of this "to get the message across" to both white and minority groups, thus improving understanding between each. Two Sacramento Union staffers, a black and Chicano, were guest lecturers early in the class.

The assignments are wide-ranging and are not without difficulty which, Lee, a former professor at a black university notes, is part of the learning process.

Valparaiso V-M buys neighboring weekly

The equipment, good will and other considerations of the *Crown Point* (Ind.) *Lake County Star*, a weekly, has been acquired for an undisclosed price by the publisher of the *Valparaiso* (Ind.) *Vidette-Messenger*, Mrs. Lynn M. Whipple.

The weekly, which has an ABC circulation of 6,909, is located about 15 miles southwest of Valparaiso. According to the V-M, the paper has the "largest net paid (audited) weekly in the state." The V-M has a sworn circulation of 11,161 (October 2, 1972), according to the E&P 1973 Year Book.

The *Star*, which competes with a shopper and the *Crown Point Register* (2,485 circulation), will be printed on V-M's new offset presses, and Michael Alexander, most recently in the pr department of Northern Indiana Public Service Co., has been named the *Star*'s editor, succeeding Charlotte W. Verplank, wife of the former publisher, A. J. Verplank. The *Star* was started in 1872.

Omaha W-H strike seen as test case for papers

The *Omaha* (Neb.) *World-Herald* and Local 190 of the International Typographical Union remained locked in dispute this week while disquieting developments continued to aggravate both sides in a two weeks strike.

As the morning and evening editions of the *World-Herald* came off presses without cessation, (E&P, May 12) the *World-Herald* reported that persons identifying themselves as members of the printers union have been calling Omaha residents to ask them to stop their subscriptions. Wayne Crisman, president of Local 190, had no comment.

Crisman said in a statement printed by the newspapers that he believes the paper is continuing to publish through the use of inexperienced personnel.

In denying the "strikebreaker" charge, Harold W. Andersen, newspaper president, said the paper is being produced "with about half as many employees as we had in the composing room before the strike."

"The newspaper has advertised for, and hired," he said, "some new employees to replace those on strike. We also hired some temporary help. Most of the help in the composing room, however, are employees borrowed from other departments."

"We have offered to reinstate striking printers, but obviously the offer cannot be continued indefinitely."

Charles Gridley, a member of the union's negotiating committee, described the strike as a test case (for newspapers) "as far as installation of new equipment is concerned."

The union had approximately 160 printers at the *World-Herald*.

A story that ran May 10 in the W-H said that in six days of publishing newspapers since most members of the printers union walked off their jobs, the *World-Herald* has printed 18 more pages than during the same period a year ago.

The papers from May 5 through May 10 totaled 452 pages, while for the Saturday through Thursday period a year ago, the page figure was 434.

Sunday, May 6 the paper was among those that were larger than a year ago, but it was cut back 16 pages, mainly classified, because the type couldn't be set in time, according to Dean Bartee, director of advertising.

He said this was due to the printers not working overtime when they were asked to do so by the company.

50 years of service

Juan Francisco Ortiz Garza, president of Compania Periodistica Nacional, which publishes the *El Universal* newspapers in Mexico City was presented a plaque May 9 by Roderick W. Beaton, president of UPI to mark 50 years of service by the wire service to both papers. The ceremony took place in the newspaper plant in the presence of executives from both publications and UPI.

Past Week's Range of Stock Prices

NEWSPAPERS

American Financial Corp. (OTC)	5/9	5/1
Booth Newspapers (OTC)	13 1/2	1
Capital Cities Com. (NYSE)	44 3/4	4
Com Corp. (OTC)	4 1/4	
Cowles Comm (NYSE)	6 7/8	
Dow Jones (OTC)	33 3/4	3
Downe Comm (OTC)	2 7/8	
Gannett (NYSE)	39 1/2	3
Harle Hanks (NYSE)	11 7/8	1
Jefferson-Pilot (NYSE)	63 3/4	5
Knight (NYSE)	45 1/4	4
Lee Enterprises (AMEX)	16 1/4	
Media Genral (AMEX)	35 3/4	3
Multimedia (OTC)	23	2
New York Times (AMEX)	13	1
Panax (OTC)	6	
Post Corp. (WISC.) (OTC)	12	1
Quebecor (AMEX)	17 3/4	
Ridder Publications (NYSE)	18 1/2	1
Southam Press (CE)	31 1/2	3
Speldal (OTC)	13 1/2	1
Thomson Newspapers (CE)	14	
Time Inc. (NYSE)	38	3
Times Mirror (NYSE)	18 3/4	1
Toronto Star (CE)	22 3/4	2
Washington Post (AMEX)	25 1/4	2

SUPPLIERS

Abitibi (CE)	11	1
Addressograph Multi. (NYSE)	17 1/2	
Alden Electronics (OTC)	1	
Alfair (OTC)	4	
Anglo-Canadian (CE)	8 1/8	
Ball Corp. (OTC)	16 1/2	
**B.C. Forest (CE)	18 7/8	
Berkey Photo (NYSE)	12 3/4	
Boise Cascade (NYSE)	11	
Compugraphic (AMEX)	26 1/4	2
Compucan (OTC)	6 1/4	
Crown Zellerbach (NYSE)	28 1/8	2
Cutler-Hammer (NYSE)	35 3/4	3
Dayco (NYSE)	16 1/2	3
Digital Equipment (NYSE)	87 1/2	8
Domtar (AMEX)	20	1
Dow Chemical (NYSE)	54 7/8	5
Dymo (NYSE)	18	1
ECRM (OTC)	7 1/2	
Eastman Kodak (NYSE)	138	13
Ehrenreich Photo (AMEX)	9 3/4	
Eltra (NYSE)	30 1/2	2
General Electric (NYSE)	61 3/4	5
Georgia Pacific (NYSE)	33 1/4	3
Grace W.R. (NYSE)	24 5/8	2
Great Lakes Paper (CE)	21 1/2	2
Great N. Nekoosa (NYSE)	45 3/4	4
Harris Intertype (NYSE)	29	3
Inmont (NYSE)	9	
International Paper (NYSE)	37 5/8	3
Itak Corp. (NYSE)	28 1/8	2
Kimberly Clark (NYSE)	41 3/8	4
LogEtronics (OTC)	4 3/4	2
MacMillan, Bloedel (CE)	31	
Milgo Electronics (AMEX)	21 1/2	1
Millmaster Onyx (AMEX)	10 1/8	
Minnesota Min. & Mfg. (NYSE)	84	8
*Photon (OTC)	—	—
Richardson (NYSE)	13 3/8	12
Rockwell Intl. (NYSE)	24 5/8	2
Singer (NYSE)	51 1/2	5
Southland Paper (OTC)	17 1/8	1
Southwest Forest Ind. (NYSE)	9 1/4	
Sun Chemical (NYSE)	19 7/8	1
Wheelabrator-Frye (NYSE)	14 1/2	12
White Consolidated (NYSE)	15 1/8	16
Wood Industries (AMEX)	13 1/2	1

ADVERTISING AGENCIES

Doremus (OTC)	6 1/4	
Doyle, Dane, Bernbach (OTC)	14 3/4	15
Foote, Cone, Belding (NYSE)	9 1/4	
Frank, Clinton E. (OTC)	8 3/4	
Grey Advertising (OTC)	11	10
Interpublic Group (NYSE)	17 1/4	17
Needham, Harper & Steers (OTC)	13 1/4	16
Ogilvy, Mather (OTC)	20 1/2	18
PKL Co. (OTC)	1 1/8	
J.W. Thompson (NYSE)	15	15
Tracy-Locke (OTC)	6 1/2	5
Wells Rich Green (NYSE)	11 3/8	10

*Trading suspended 3/26-5/24

**Stock was split 2 for 1 on 5/9.

Prison gets presses

The Huntington (W. Va.) Newspaper have donated to the state penitentiary linotype, two proof presses, eight chase and table saw. The newspapers had just changed over from hot type to cold type and were able to furnish the prison with some of the equipment they had requested.

We don't play the number game at AELCC . . . except where you're concerned. Because, regardless of your company size, you're important to us. You're Number 1.

That's why you'll always receive personal attention . . . your requirements are always our prime concern.

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Bureaucrats find perfect alibi for closed meetings

By Gerald D. Sturges

Congress spoke its piece last year when it converted the principles of the Freedom of Information Act into an open meeting law for the far-flung Federal advisory committee system. Now the bureaucracy is trying to have the last word.

Neither Congress nor anyone else knew until last month how many committees, boards, commissions, councils, task forces and other citizen advisory panels were tucked away in the Federal bosom, but everyone suspected there were far too many. Such committees have been retained to provide expert citizen advice ever since George Washington appointed the first one to assist him in dealing with the Whiskey Rebellion.

Created by law, by the President or by agency heads, their modern specialties range from migratory birds and the recovery of archeological remains, to the structural fitness of the C-5A and the radiation biology aspects of the SST. In short, they influence policymaking in many areas of government.

On April 12, President Nixon sent Congress the first required annual report of Federal advisory committees, prepared by the Office of Management and Budget. OMB's inventory shows that at the end of 1972 there were 1,439 advisory committees, under the jurisdiction of more than 50 executive branch agencies, operating at an annual cost of more than \$25 million.

Lid is removed

Congress passed the Federal Advisory Committee Act last year to streamline this nook-and-cranny system and expose it to public view. The law says that advisory

committee meetings shall be open to the public unless it is determined that a meeting is "concerned with matters" listed among the nine categories of information which the FoI Act exempts from mandatory disclosure—for example, trade secrets, certain internal memos or letters, and material specifically exempted from disclosure by statute.

However, there is many a slip between a law and its implementation. In drafting guidelines for the agencies to follow, those resourceful handicappers at OMB hit upon the following problem: "While the FoI Act deals with access to existing documents, the present Act encompasses oral discussions which will occur in the future and which may have no direct relation to a document."

That discovery led quite naturally to the freedom to monkey with congressional intent: "Accordingly, in applying (the FoI exemptions) to advisory committee meetings, some modification of concepts developed solely with regard to preexisting documents is appropriate."

All-purpose alibi

The upshot was a splendid new rationale for closing a meeting. If there will be an exchange of opinions and the discussion if written would fall within the FoI exemption for an internal memo, and if it's essential to close the meeting "to protect the free exchange of internal views and to avoid undue interference with agency or committee operation," why, then by all means, close the meetings!

The guidelines published in January not only give bureaucrats an all-purpose alibi for closing a meeting, but go beyond and attempt to seal lips and papers afterwards. They provide that committee members "shall not disclose the matters discussed" in closed session, except to fellow committeemen or staff or to agency employees. Then, after a ritual salute to noble intent, the guidelines declare that when the only basis for denying access to committee records and papers is the FoI Act's exemption for internal memos, access may not be denied unless the agency head determines that—does this sound familiar?—"such denial is essential to protect the free exchange of internal views," etc.

To date the new law has opened up a good many meetings, including newsworthy ones like those of the ad hoc panel HEW set up to look into the Tuskegee, Ala., study of untreated syphilis in poor black males begun by the Public Health Service in 1932. Not surprisingly, it has failed to open up others on such touchy subjects as PX operations in Southeast Asia and the structural fitness of the C-5A.

Other meetings are open but shut (to take a more extreme case, a February 8 meeting on the handling of chemical and biological information was to be open

from 9 to 9:15 a.m. and closed from 9 a.m. to 5 p.m.).

Scant notice given

To see how the OMB guidelines have found favor with the agencies, consider an announcement published in the *Federal Register* of May 9 which gave fully scant notice of a May 10-11 meeting of the National Advisory Committee on Oceans and Atmosphere. The committee consisting of 25 non-Federal members appointed by the President from State and local governments, industry, science and other appropriate areas, was established by Congress by public law in August 1971. Its duties are to:

1—Undertake a continuing review of the progress of the marine and atmospheric science and service programs in the U.S.;

2—Submit a comprehensive annual report to the President and the Congress setting forth an overall assessment of the status of the nation's marine and atmospheric activities on June 30 of each year; and

3—Advise the Secretary of Commerce on carrying out the purposes of the National Oceanic and Atmospheric Administration.

The purpose of the meeting was to inform the committee of recent and prospective developments in two areas—the control of thermal pollution and law of the sea negotiations—and to develop recommendations on these and other policy and planning issues for possible inclusion in the committee's forthcoming annual report, a public document.

Exemptions cited

However, the announcement advised that the Assistant Secretary of Commerce for Administration had determined that the briefing by the State Department on law of the sea negotiations would, if written, fall within two FoI Act exemptions (internal memos and "specifically required by executive order to be kept secret in the interest of the national defense or foreign policy"), and that the briefing by the Environmental Protection Agency on thermal pollution "will be based on working documents internal to the agency whose final form is not yet decided," and that all in all "it is essential to close this portion of the meeting to protect the free exchange of internal views and to avoid undue interference with the operation of the committee."

In sum, the law has made some headway but not enough, due to the massive resistance of the medium and the added drag of the OMB guidelines. Whether makes further headway will be determined by subcommittees of the House and Senate Government Operations Committees that are monitoring the new law and sifting 6,000 pages of advisory committee rosters and other information shipped to them by OMB—in preparation for oversight hearings.

Between the new advisory committee law and hearings this month on proposals to clarify and strengthen the FoI Act, seems certain that a Congress not willing to open many of its own committee doors will be unwilling to let Federal advisory committees shut theirs.

(Sturges, a former reporter for the Oakland Tribune, is a legislative assistant to Rep. David R. Obey (D-Wisc.))

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THE NFL PUBLICITY TEAM

Many agree that a principal cause for pro football's growth is the excellent work of its public relations department.

Don Weiss, director of public relations for the National Football League since 1968, plainly states the NFL's position.

"We place a great emphasis on public relations and communications in the NFL."

Each year an estimated \$250,000 is spent on promoting professional football, a figure that does not include the detailed preparations for the Super Bowl game each January.

Public relations work is not strange to the National Football League organization for promotional experience abounds throughout the NFL staff.

Commissioner Rozelle insists that public relations level with the press. Rozelle was publicity director for the Los Angeles Rams in the 1950's. James Kensil, executive director of the NFL, is a former public relations director of the NFL. Bill McGrane, the National Conference coordinator, and Val Pinchbeck, American Conference coordinator, are both former publicity directors for league teams. The director of personnel, Jan Van Duser, is former public relations director for the Atlanta Falcons.

Staff members

As for the public relations staff, Weiss served as publicity director for the United States Golf Association for two years prior to joining the NFL as its director of information in 1965. Harold Rosenthal, the American Conference director of information, was publicity director of the old American Football League for two years, and Jim Heffernan, a former promotion director for the Philadelphia Eagles during the Wolman era, handles the job of National Conference director of information. Joe Browne, who worked part-time with the NFL publicity staff while attending college, now assists Weiss with publicity for the entire league.

Weiss points to Rozelle as the vital force behind public relations' role in professional football.

"Since Pete became commissioner, the NFL has placed great emphasis on interchange with the media, great emphasis on the type of face we put forward, great emphasis on emphasizing the positive aspects of professional football, great emphasis on quality control of what we accepted as the game became more popular."

He also adds with a smile, "Pete also gives us the money."

The league likes to think that its communications organization, operating from league headquarters at 410 Park Avenue, New York City, is the finest in professional sports. The reason is that it understands the problems reporters must face.

"We know that a member of a media needs help," says Weiss, a former sports-writer for the Associated Press. "We try with the use of two words to give him all the help we can. The two words are antic-

ipation and information. We try to anticipate his needs and we try to provide what information we can that will enable him to do his job quickly and efficiently."

Extensive clip file

Since the public relations department helps the media by supplying information, the league must obtain the information for itself. To accomplish this, over \$7,000 is spent each year subscribing to some 85 major newspapers in the 26 franchise areas, plus cities where expansion might be considered (Seattle, Tampa, Orlando, Jacksonville, Memphis, Honolulu, Phoenix). Six part-time helpers from high school and college read through these newspapers and clip all stories that in anyway concern football.

These stories are then brought to Weiss, Heffernan, and Rosenthal, who save the stories they deem important. The clips are returned to the students and pasted on mimeo-bond paper and filed in marked manila folders.

"We throw away about 90% of the material and save the others for our files," notes Weiss. "A good sampling of the saved material goes to key members of the NFL staff for backgrounding and many clips are forwarded on to the 26 member clubs."

The NFL encourages writers to use its files for articles, columns, or books and sets aside a conference room at the league office for their work.

The filing system at the NFL is compatible to that of the Federal Bureau of Investigation. Hundreds of subjects are

catalogued. There are folders of information concerning the problems of other sports, particularly baseball and basketball. The NFL feels baseball and basketball's headaches are similar to football's problems: the controversy over the reserve clause in player contracts, disputes with the players' union, merger agreements, etc.

Television, a major factor in the rise of football's popularity, is covered in no less than 41 folders, thick with news concerning television of professional and amateur sports; the effects of cable and pay television; the blackout issue, and many others.

Other files include clips on all active football players, coaches, and team officials; folders on most former athletes who played in the NFL; player strikes; stadia; gambling; play-by-plays of all NFL games since 1961; anything and everything that affects football or might have a rub-off effect on it.

Weekly releases provided

With this storage of information behind them, Weiss and his aides send over 30,000 words a week during the playing season to more than 3,000 newsmen on their mailing list. Every week Heffernan and Rosenthal write three releases on weekly heroics, statistical leaders, attendance figures, and a "news 'n' notes" piece. They also write game capsules for the oncoming weekend contests.

Weiss considers these weekly capsules vital to getting football on the sports pages.

"We spend a great deal of time of providing story ideas rather than the usual kind of publicity you might receive from most sports organizations. I don't consider it a good capsule unless it has fifteen story ideas in it."

(Continued on page 42)



Weiss



Rosenthal



Heffernan

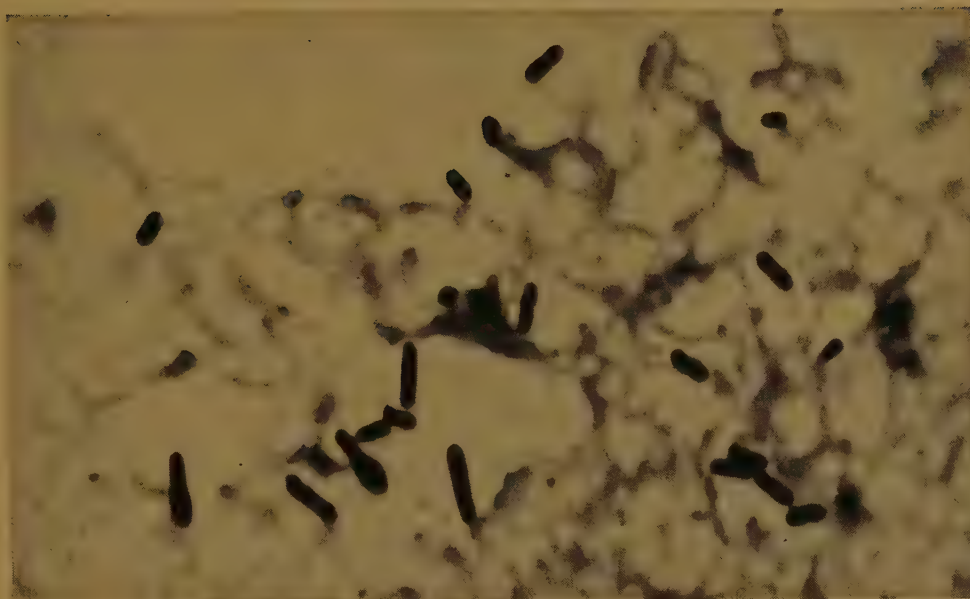


Browne

Football's Publicity Team

EDITOR & PUBLISHER for May 19, 1972

Our Beat



Botulinum spores magnified about 2000X. In the absence of air they can mature and manufacture the toxin that causes botulism.

Botulism doesn't always attract national attention. When it's caused by home-canning (and it usually is), it may make only local headlines as it did in Pendleton, Oregon...Bedford Village, New York...or Topeka, Kansas. It strikes only about 18 Americans each year. But it's potentially lethal and must be treated immediately.

To meet the extremely small but critical demand, Lederle Laboratories is the country's sole producer of botulism antitoxin types A and B. Its preparation is a long and costly procedure, taking an entire year. Supplies of the antitoxin are maintained at strategic locations throughout the country, with emergency air shipment to the point of use paid for by Lederle.

Covering emergencies like this can never bring us any real profit. But life is often in the balance on our "beat."



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For information about Lederle, call Public Relations Dept. 914-735-5000

Sports page

(Continued from page 40)

The p.r. department tries to give those reporters covering clubs new and different information, keeping football above the clichés that hinder many sport articles.

Says Weiss: "We delight in being able to tell a Baltimore writer something he doesn't know about the Colts even though he covers the team all day long."

"The rub-off from them is fantastic, especially in columnists," relates Weiss. "You can see where the idea was planted in a person's mind as to the type of story and it goes from there." Some newspapers print the capsules intact on Friday or Saturday as a preview of the upcoming weekend.

Injury reports

The other important releases that originate from the NFL each week during the regular campaign are the injury reports. Each Tuesday and Thursday Heffernan and Rosenthal contact their conference teams to get the latest information on injured players—the extent of the injury and the availability of the player (probable, possible, doubtful and out). This information is given to Browne, whose accompanying story is mailed to the 26 teams and the media.

The NFL realizes that a great amount of money is wagered on football games and believes such injury reports strengthens public confidence in the sport. Weiss makes it a point to say "integrity is another big part of our communications operation."

During the off-season, the league continues to mail out football news. Weiss, Heffernan, and Rosenthal collaborate on over thirty releases regarding such topics as the records set during the past season, the college draft, Hall-of-Fame inductees, and generally any new information available.

Besides the news releases by the p.r. branch, which aims to keep football in the news, the department is responsible for accommodating the media at several post-season games—the conference championship contests, and the Super Bowl.

Assigning seats

The real problem for Weiss and Browne is the seating arrangement for the members of the press. Last year 1,523 press credentials were issued by the NFL, all approved by Weiss.

Of course each person with a credential wants the best seat, so a fair system of distributing seats must be instituted.

"We arrange the press box on a franchise city basis, meaning cities where there are teams receive first preference, and work it from there," says Browne. "When we run out of room, those who don't usually staff the games, plus overflow staffers from franchise areas, go in the auxiliary press, where all the services are the same but the seats are grandstand seats usually located right below the main press box."

The media starts to arrive for the pre-game buildup seven days before the game.

It is the p.r. department's duty to see the media are kept busy and comfortable.

Specifically for the benefit of the press, the two competing Super Bowl squads are brought into town a week before the contest (sometimes against the head coaches wishes). The league supplies the media transportation to the practice fields either by chartered buses or courtesy cars.

The league arranges photo sessions with the teams, and daily forty-five minute conferences with the head coaches and players. The media's contact with the teams ends Friday before the game with a formal press conference by each head coach in a specially set-aside room at media headquarters. Commissioner Rozelle also holds his press conference on Friday.

On the day of the game, the press is provided transportation to and from the stadium. Super Bowl programs and information booklets are placed at each seat for the press (auxiliary press are given clipboards for jotting notes). At the end of each quarter, mimeographed play-by-plays (which dictates each play of the quarter) are distributed.

After the game a working pressroom, with typewriters, telephones, Western Union and Sportscomm equipment, is ready for use near the stadium. The p.r. staff types page after page of quotes from the coaches and players of the winning and losing teams. Complete play-by-plays are also made available.

The result of all this, from Super Bowl

VII in Los Angeles, was 1½ million words filed between Western Union and Sportscomm, as well as an undetermined amount that were dictated by reporters over telephones.

To make the media's work enjoyable during Super Bowl week, the league plays such events as golf tournaments and fashion shows, and food and drink are always on hand.

The climax is a lavish party for the media, club personnel, and invited guests usually held two days before the game.

This extended effort that the p.r. team exhibits in aiding the media is not agreeable to all members of the press. It is the feeling of some reporters that the NFL is trying to "soften up" the media.

Steve Bisheff of the *San Diego Evening Tribune* has labeled the Super Bowl "Rozelle's Monster." *San Francisco Chronicle* sportswriter Glenn Dick wrote following Super Bowl VII "the NFL propaganda machine is without parallel in sports," noting that it "creates an atmosphere in which it is impossible to write anything but the company line."

Yet the majority of journalists appreciate the work of the NFL public relations staff. *Washington Post* sportswriter Dan Brady calls the league's publicity output "outstanding," mentioning that even though he has caused the league some problems, "I always have my calls returned."

Circulation

COUPON MISREDEMPTION

Misredemption of newspaper coupons may cost the household shopper one of her favorite economies.

And that, in the long run, may cost newspapers some of their circulation as well as some of their advertising revenue.

This, Don Taylor, executive director, Michigan Food Dealers Association (which serves as an intermediary redemption agency in the state), told Michigan circulation managers meeting Friday (May 11) at Michigan State University.

Taylor said circulation people must ward against quantity misredemption by assuring that overruns and outdated papers returned from newsstands do not reach the wrong hands.

Few are engaged in misredemption in Michigan, as far as is known, he said, but in some states the problem has become so great that major concerns have removed their coupon promotional advertising.

Taylor addressed 75 Michigan newspaper circulation men attending the Michigan Press Association's annual Circulation Managers Conference in MSU's Kellogg Center for Continuing Education. Co-sponsoring the conference were the MSU College of Communication Arts and the University's Continuing Education Service.

* * *

Introduction of a new form of verified circulation audit for Canada's community newspapers was announced by E. Michael Walker, general manager of the Canadian Community Newspapers Association.

"Revised rules, regulations and application forms for Verified Circulation (VC)

are now being distributed to the complete membership of CCNA," Walker said, "and to all agency media personnel and advertising directors of all major companies in Canada."

VC is based on the examination of acceptable circulation and accounting records by a Chartered Accountant.

Acceptance of a newspaper into Verified Circulation will be on receipt of a completed application form—circulation report and a statement on the letterhead of the examining Chartered Accountant.

The chartered accountants' statement will certify that they have examined the newspaper's circulation report for a specified 13-week period, including a general review of the paper's circulation procedures and any necessary tests of circulation records and other supporting evidence.

VC is available to all community newspapers that meet the membership requirements of recognized Community Newspaper Associations.

There are two VC classifications—VC paid (VCP) and VC controlled (VCC). VCP is a qualifying newspaper with at least 75 percent of its circulation going to bona fide paid subscribers where the annual subscription price is no less than \$2.00. The total paid may consist of prepaid subscriptions as well as carrier and dealer sales.

VC controlled (VCC) is the classification covering a qualified newspaper delivered free on a regular basis to subscribers specifically defined by an address list in a geographic area.

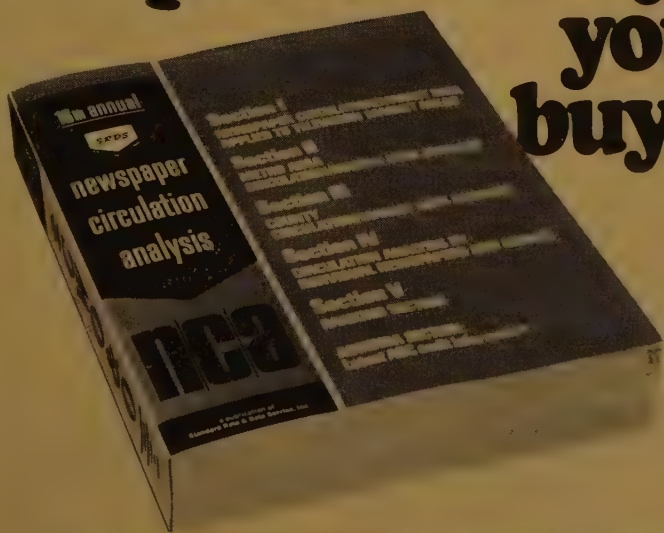
The 16th annual NCA, 1973-74, will be going to press in July, and, if it follows pattern, will be dog-eared by users before the end of the year.

NCA is the *preferred* newspaper circulation book, with almost three to one preference by planners and buyers of newspaper advertising*, for a very good reason. Its contents and format were originally developed and are continually updated by its users — your customers and prospects.

Metro area rankings, ADI analyses, penetration levels, county coverage data, larger type, and cleaner format (everything buyers and planners tell us they want and need), contribute to NCA being used and referred to *most often*.

**Developed
by its
users,
preferred by
your
buyers.**

Reserve your space *now* for the 1973-74 NCA and guarantee the position you want. NCA—your assurance of maximum impact and exposure for your sales story every day of the year.



Newspaper Circulation Analysis

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*April 1972 Newspaper Advertising Study conducted by the Harvey Research Organization, Inc.
A copy of the complete study is available on request from SRDS.

1973 February lineage

The following lineage tabulations have been compiled by Media Records, Inc. for the exclusive publication by Editor & Publisher. They may not be reprinted or published in any form without explicit permission from Media Records, Inc. Note: Newspapers marked with code below include advertising in Parade, Family Weekly or Weekend Magazine approximate lineage as follows:
*Parade—\$4,126 lines
†Family Weekly—\$4,007

	1973	1972
AKRON, OHIO		
Beacon Journal-e	2,296,722	2,424,267
*Beacon Journal-S	1,153,270	1,115,755

Grand Total 3,449,992 3,540,022
NOTE: Part-run advertising: Beacon Journal-S This year 1,153,270 includes 32,000 lines; Last year 1,115,755 includes 15,500 lines.

ALBANY, N.Y.		
Knickerbocker News-e		
Union Star-e	1,273,302	1,224,088
Times Union-m	1,293,537	1,279,398
*Times Union-S	873,222	882,298
Grand Total	3,440,061	3,385,784

ATLANTA, GA.		
Constitution-m	3,228,140	3,003,003
Journal-e	3,529,072	3,379,487
Journal & Constitution-S	1,759,119	1,478,999

Grand Total 8,516,331 7,861,489
NOTE: Part-run advertising: Journal-e This year 3,529,072 includes 163,209 lines; Last year 3,379,487 includes 134,399 lines.

BALTIMORE, MD.		
*News American-S	753,120	689,717
News American-e	1,244,020	1,218,568
Sun-m	1,363,884	1,272,033
Sun-e	1,899,565	1,795,948
Sun-S	1,711,345	1,489,456

Grand Total 6,971,934 6,456,122
NOTE: Part-run advertising: News American-S This year 753,120 includes 46,328 lines; Last year 689,717 includes 38,922 lines.
News American-e This year 1,244,020 includes 28,800 lines; Last year 1,218,568 includes 42,900 lines.

BATON ROUGE, LA.		
Advocate (See Note)	2,176,501	1,840,725
*Advocate-S	708,662	624,385

Grand Total 2,885,163 2,465,110
NOTE: Advocate (m) and state times (e) sold in combination; lineage of one edition, Advocate (m) is shown.

BERGEN COUNTY, N.J.

Record-e	2,004,067	2,107,546
†Record-S	935,194	785,500
Grand Total	2,939,261	2,893,046
NOTE: Record (e) published 5 days a week only.		
NOTE: Part-run advertising: Record-e This year 2,004,067 includes 163,673 lines; lines.		
Record-S This year 935,194 includes 105,600 lines.		

BINGHAMTON, N.Y.		
Press-e	1,241,173	1,203,601
*Press-S	522,292	460,497

Grand Total 1,763,465 1,664,098

BIRMINGHAM, ALA.		
Post Herald-m	1,190,676	1,071,160
News-e	1,994,639	1,932,442
*News-S	983,025	807,546

Grand Total 4,168,340 3,811,148
NOTE: Part-run advertising: News-e This year 1,994,639 includes 56,970 lines; Last year 1,932,442 includes 73,617 lines.

BOSTON, MASS.

Herald American-d	1,021,188	—
Herald Advertiser-S	852,751	—
Record American-d	—	625,691
Advertiser-S	—	427,242
Globe-e	1,383,706	1,307,464
Globe-m	1,772,175	1,622,564
*Globe-S	1,886,415	1,626,935
Herald Traveler-m	—	1,125,437
Herald Traveler-S	—	824,825

Grand Total 6,916,235 7,560,158
NOTE: Record American-Advertiser acquired Herald Traveler. Last publications Herald Traveler morning June 17, Sunday Edition June 18, 1972; thereafter Record American daily became Record American & Herald Traveler-daily, and Advertiser Sunday became Herald Traveler & Advertiser Sunday. Effective Jan. 1, 1973 above newspapers changed names to read: Herald American daily and Herald Advertiser Sunday.
NOTE: Globe (e) published 5 days a week only.

NOTE: Part-run advertising: Advertiser-S Last year 427,242 includes 124,696 lines. Globe-S Last year 1,626,935 includes 152,630 lines. Herald Traveler-S Last year 824,825 includes 35,640 lines; Herald Advertiser-S This year 852,751 includes 117,108 lines.

BUFFALO, N.Y.

Courier Express-e	805,137	821,787
*Courier Express-S	1,149,396	1,165,925
News-e	2,568,996	2,611,127

Grand Total 4,523,529 4,598,839
NOTE: Part-run advertising: Courier Express-S This year 1,149,396 includes 9,600 lines; Last year 1,165,925 includes 14,400 lines.
News-e This year 2,568,996 includes 97,920 lines; Last year 2,611,127 includes 97,920 lines.

CAMDEN, N.J.

Courier Post-e	2,305,679	2,431,911
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CHARLOTTE, N.C.

News-e	1,914,981	1,693,804
Observer-m	2,278,942	2,143,892
Observer-S	865,701	846,602

Grand Total 5,059,624 4,684,298
NOTE: Part-run advertising: Observer-m This year 2,278,942 includes 16,262 lines; Last year 2,143,892 includes 11,322 lines.

CINCINNATI, OHIO

Enquirer-m	2,435,357	2,243,298
Enquirer-S	1,524,505	1,381,408
Post & Times Star-e	2,240,745	2,169,160

Grand Total 6,200,787 5,793,866
NOTE: Part-run advertising: Post & Times Star-e This year 2,240,745 includes 20,160 lines.

CLEVELAND, OHIO

Plain Dealer-m	2,377,333	2,293,141
Plain Dealer-S	1,590,237	1,481,892
Press-e	2,204,471	2,281,369

Grand Total 6,172,041 6,056,402
NOTE: Part-run advertising: Plain Dealer-m This year 2,377,333 includes 107,413 lines; Last year 2,293,141 includes 109,598 lines.
Plain Dealer-S This year 1,590,237 includes 90,586 lines; Last year 1,481,892 includes 54,007 lines.
Press-e This year 2,204,471 includes 371,404 lines; Last year 2,281,369 includes 433,925 lines.

COLUMBUS, OHIO

Dispatch-e	2,564,234	2,453,788
Dispatch-S	1,661,779	1,611,618
Citizen Journal-m	1,088,513	941,372

Grand Total 5,314,526 5,006,778

DALLAS, TEXAS

News-m	3,356,763	3,173,234
News-S	1,326,915	1,246,912
Times Herald-e	3,076,256	2,974,033
*Times Herald-S	1,435,147	1,371,094

Grand Total 9,195,091 8,765,273
NOTE: Part-run advertising: News-m This year 3,356,763 includes 36,850 lines; Last year 3,173,234 includes 134,000 lines. News-S This year 1,326,915 includes 67,278 lines; Last year 1,246,912 includes 66,420 lines. Times Herald-e This year 3,076,256 includes 39,074 lines; Last year 2,974,033 includes 117,090 lines. Times Herald-S This year 1,435,147 includes 60,360 lines; Last year 1,371,094 includes 54,218 lines.

DAYTON, OHIO

Journal-Herald-m	2,072,128	1,983,756
News-e	2,236,888	2,016,734
*News-S	857,747	807,353

Grand Total 5,166,763 4,807,843
NOTE: News-e This year 2,236,888 includes 78,506 lines of Part-run advertising.

DENVER, COLO.

Rocky Mt. News-m	2,956,658	2,754,622
*Rocky Mt. News-S	676,191	586,870
Post-e	3,221,241	2,766,714
Post-S	1,537,171	1,200,112

Grand Total 8,391,261 7,308,318
NOTE: Part-run advertising: Post-e This year 3,221,241 includes 150,181 lines; Last year 2,766,714 includes 118,109 lines.

DES MOINES, IOWA
Register-m 677,152 715,458
Tribune-e 1,015,252 1,123,852
Register-S 701,168 652,345
Grand Total 2,393,572 2,491,655
NOTE: Part-run advertising: Register-m This year 677,152 includes 33,120 lines; Last year 715,458 includes 38,400 lines. Tribune-e Last year 1,123,852 includes 119,790 lines.
Register-S This year 701,168 includes 163,510 lines; Last year 652,345 includes 183,850 lines.

DETROIT, MICH.

Free Press-m	1,588,244	1,508,135
*Free Press-S	711,415	637,775
News-e	2,752,366	2,596,166
News-S	1,450,795	1,388,949

Grand Total 6,502,820 6,130,525
NOTE: Part-run advertising: Free Press-m This year 1,588,244 includes 143,874 lines; Last year 1,508,135 includes 76,341 lines.
Free Press-S This year 711,415 includes 163,386 lines; Last year 637,775 includes 85,955 lines.
News-e This year 2,752,366 includes 354,774 lines; Last year 2,596,166 includes 246,436 lines.
News-S This year 1,450,795 includes 129,384 lines; Last year 1,388,949 includes 121,683 lines.

ERIE, PA.

Times (see note)	1,264,754	1,157,821
*Times News S	657,749	585,803

Grand Total 1,922,503 1,743,624
NOTE: News (m) and Times (e) sold in combination; lineage of one edition Times (e) is shown.

FORT LAUDERDALE, FLA.

News-e	3,761,823	3,334,395
*News-S	1,589,662	1,458,072
News-sat.	1,045,509	862,495

Grand Total 6,396,994 5,654,962
NOTE: News (e) published 5 days a week only.
NOTE: Part-run advertising: News-e This year 3,761,823 includes 93,885 lines; Last year 3,334,395 includes 84,475 lines.

FORT WAYNE, IND.

Journal Gazette-m	1,435,875	1,362,021
*Journal Gazette-S	672,361	629,381
News Sentinel-e	1,866,820	1,840,164

Grand Total 3,975,056 3,831,566

FORT WORTH, TEXAS

Star Telegram-m	1,955,975	1,789,584
Star Telegram-e	2,420,683	2,400,820
*Star Telegram-S	1,177,560	1,027,907

Grand Total 5,554,218 5,218,311

FRESNO, CALIF.

Bee-e	1,609,730	1,812,131
*Bee-S	729,561	673,072

Grand Total 2,339,291 2,485,203

HARTFORD, CONN.

Courant-m	2,144,273	1,812,335
*Courant-S	1,235,685	1,156,529
Times-e	1,373,042	1,494,078
†Times-S	414,621	470,268

Grand Total 5,167,621 4,933,160
NOTE: Part-run advertising: Courant-S This year 1,235,685 includes 112,000 lines; Last year 1,156,529 includes 128,400 lines. Times-S Last year 470,268 includes 47,420 lines.

HONOLULU, HAWAII

Advertiser-m	2,210,820	2,199,278
Star Bulletin-e	2,452,276	2,149,734
*Star Bulletin & Advertiser-S	853,830	768,868

Grand Total 5,516,926 5,117,880

HOUSTON, TEXAS

Chronicle-e	3,932,769	3,685,468
Chronicle-S	1,880,694	1,634,537
Post-m	3,536,584	3,290,707
*Post-S	1,355,840	1,174,433

Grand Total 10,705,887 9,785,165
NOTE: Part-run advertising: Chronicle-e This year 3,932,769 includes 316,197 lines; Last year 3,685,468 includes 304,841 lines. Chronicle-S This year 1,880,694 includes 25,969 lines; Last year 1,634,537 includes 85,283 lines. Post-m This year 3,536,584 includes 280,877 lines; Last year 3,290,707 includes 184,350 lines. Post-S This year 1,355,840 includes 73,454 lines; Last year 1,174,433 includes 76,216 lines.

INDIANAPOLIS, IND.

News-e	2,125,190	2,028,552
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Star-m 2,315,163 2,138,130
Star-S 1,426,495 1,260,160
Grand Total 5,866,848 5,427,840
JACKSONVILLE, FLA.
Times Union-m 2,428,527 2,217,130
Times Union-S 1,002,632 828,130
Journal-e 1,565,191 1,364,410
Grand Total 4,996,350 4,410,670
KANSAS CITY, MO.
Times-m 2,114,236 1,958,510
Star-e 1,436,278 1,325,130
Star-S 1,133,800 961,410
Grand Total 4,684,314 4,245,050
NOTE: Part-run advertising: Star-e This year 1,436,278 includes 75,216 lines; Last year 1,325,130 includes 87,975 lines.

LITTLE ROCK, ARK.

Arkansas Gazette-m	1,460,013	1,295,910
†Arkansas Gazette-S	580,921	441,441
Arkansas Gazette-e	700,573	686,410
*Arkansas Gazette-S	252,181	287,410

Grand Total 2,993,688 2,711,201

LONG BEACH, CALIF.

Press Telegram (see note)	2,238,520	2,219,000
Independent Press Telegram-S	721,773	721,510

Grand Total 2,960,293 2,940,510
NOTE: Press Telegram (e) and Independent (m) sold in combination; lineage of one edition, Press Telegram (e) is shown.

NOTE: Part-run advertising: Press Telegram-e This year 2,238,520 includes 288,111 lines; Last year 2,219,000 includes 262,818 lines.

LONG ISLAND, N.Y.

Newsday-e	2,509,980	2,509,980
Newsday-S	645,192	645,192

Grand Total 3,155,172
NOTE: Part-run advertising: Newsday-e This year 2,509,980 includes 409,968 lines. Newsday-S This year 645,192 includes 91,433 lines.
NOTE: No comparable figure for Feb. 1972; Sunday first publication Apr. 1972.

LOS ANGELES, CALIF.

Times-m	5,273,027	5,141,200
Times-S	3,246,849	2,967,470
Herald Examiner-e	793,453	874,810
Herald Examiner-S	305,666	321,810

Grand Total 9,618,995 9,305,410
NOTE: Part-run advertising: Times-m This year 5,273,027 includes 1,062,143 lines. Times-S This year 3,246,849 includes 5,141,203 includes 97,074 lines. Times-S This year 3,246,849 includes 1,263,523 lines; Last year 2,967,476 includes 1,110,846 lines.

LOWELL, MASS.

Sun-e	914,943	878,010
†Sun-S	506,849	440,510

Grand Total 1,421,792 1,318,520

MACON, GA.

Telegraph-m	987,133	904,110
News-e	1,001,474	924,000
*Telegraph & News-S	543,047	442,470

Grand Total 2,531,654 2,270,580
NOTE: News (e) did not publish Feb. 1973 due to weather conditions.

MANCHESTER, N.H.

Union Leader-d	990,576	928,310
†New Hampshire News-S	388,517	416,910

Grand Total 1,379,093 1,345,220

MEMPHIS, TENN.

Commercial Appeal-m	2,235,837	2,204,310
Commercial Appeal-S	931,087	865,810
Press Scimitar-e	1,707,615	1,567,570

Grand Total 4,874,539 4,637,690
NOTE: Part-run advertising: Press Sc

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850 Third Avenue, New York, N.Y. 10022

	1973	1972	came the Sentinel Star Daily effective Jan. 22, 1973.		News-e	1,747,409	1,793,448	Times-e	2,241,059	1,877,121			
MILWAUKEE, WIS.			PHILADELPHIA, PA.		Light-e	2,159,729	2,265,894	Grand Total		6,528,172	5,503,843		
Sentinel-m	1,533,106	1,347,593	Bulletin-e	2,462,161	2,407,401	*Light-S	995,368	960,838	NOTE: Part-run advertising: Tribune				
Journal-e	3,006,021	2,755,525	*Bulletin-S	1,420,774	1,028,820	Light-sat.	290,226	192,458	This year 3,230,932 includes 183,364 lines				
Journal-S	1,766,114	1,609,085	Inquirer-m	1,891,782	1,870,806	Grand Total		8,321,500	8,163,118	Last year 2,711,767 includes 193, lines.			
Grand Total	6,305,241	5,712,203	Inquirer-S	2,233,774	2,053,816	NOTE: Express-m, News-e and Light-e published 5 days a week only.							
NOTE: Part-run advertising: Sentinel-m This year 1,533,106 includes 16,266 lines; Last year 1,347,593 includes 11,326 lines. Journal-e This year 3,006,021 includes 16,262 lines; Last year 2,755,525 includes 11,326 lines.													
MINNEAPOLIS, MINN.			Grand Total		8,932,367	8,364,977	SAN BERNARDINO, CALIF.		TRENTON, N.J.				
Tribune-m	1,777,517	1,693,829	NOTE: Part-run advertising: Bulletin-e This year 2,412,161 includes 598,085 lines; Last year 2,407,401 includes 630,766 lines. Bulletin-S This year 1,420,774 includes 571,851 lines; Last year 1,028,820 includes 287,208 lines. Inquirer-m This year 1,891,782 includes 164,285 lines; Last year 1,870,806 includes 296,592 lines. Inquirer-S This year 2,233,774 includes 584,497 lines; Last year 2,053,816 includes 496,889 lines.	8,932,367		8,364,977	Sun (See Note)	2,143,791	1,831,731	Times-e	1,201,921	1,121,921	
Tribune-S	1,837,361	1,667,639	PHOENIX, ARIZ.		PITTSBURGH, PA.		*Sun-S	606,483	509,731	†Times Advertiser-S	956,948	843,948	
Star-e	2,715,778	2,720,163	Republic-m	3,759,021	3,596,781	Post Gazette & Sun Telegraph-m	873,251	792,550	Trentonian-m		1,080,175	984,175	
Grand Total	6,330,656	6,081,631	Republic-S	1,630,944	1,395,587	Press-e	1,741,802	1,851,106	Grand Total		3,239,044	2,949,044	
NOTE: Tribune-m This year 1,777,517 includes 50,689 lines. Tribune-S This year 1,837,361 includes 38,784 lines; Last year 1,667,639 includes 38,784 lines. Star-e This year 2,715,778 includes 480,555 lines; Last year 2,720,163 includes 566,658 lines.													
MODESTO, CALIF.			Gazette-e	1,377,005	1,375,780	*Press-S	1,346,418	1,321,673	NOTE: Times (e) published 5 days a week only.		NOTE: Times Advertiser-S This year 956,948 includes 16,248 lines of Part-run advertising.		
Bee-e	1,236,166	1,112,166	Grand Total	9,126,970	8,566,148	Grand Total		3,961,471	3,965,329	WASHINGTON, D.C.			
*Bee-S	375,130	322,003	PITTSBURGH, PA.		Post Gazette & Sun Telegraph-m		873,251	792,550	News-e		1,043,955	1,043,955	
Grand Total	1,611,296	1,434,169	PROVIDENCE, R.I.		Press-e	1,741,802	1,851,106	Chronicle-m		1,792,476	1,904,171	3,955,171	
NOTE: Bee (e) published 5 days a week only.													
MUNCIE, IND.			Bulletin-e	1,763,089	1,496,240	*Press-S	1,346,418	1,321,673	Examiner-e		1,819,132	1,914,460	
Press-e	958,914	857,312	Journal-m	1,371,336	1,346,175	Grand Total	3,961,471	3,965,329	Examiner & Chronicle-S		993,537	935,902	
Star-m	874,062	832,592	Journal-S	1,164,728	1,102,416	Grand Total		4,605,145	4,754,533	Grand Total		9,440,197	9,512,417
†Star-S	347,073	385,966	Grand Total	4,299,153	3,944,831	NOTE: Part-run advertising: Bulletin-e This year 1,763,089 includes 82,430 lines; Last year 1,496,240 includes 43,200 lines. NOTE: Journal (m) published 5 days a week only.		SAN FRANCISCO, CALIF.		NOTE: News ceased publication July 1972; Star (e & S) became Star-Ne effective July 13, 1972. NOTE: Part-run advertising: Star & News This year 919,503 includes 16,248 lines. Star-S Last year 932,034 includes 12,0 lines.			
Grand Total	2,180,049	2,075,870	QUINCY, MASS.										
NASHVILLE, TENN.			Patriot Ledger-e	1,244,242	1,082,457	ROANOKE, VA.							
Banner-e	1,838,316	1,793,677	NOTE: Part-run advertising: Patriot Ledger-e This year 1,244,242 includes 32,071 lines; Last year 1,082,457 includes 31,417 lines.	1,244,242		1,082,457	Times-m	1,399,046	1,200,311	WATERBURY, CONN.			
Tennessee-m	1,858,770	1,764,406	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	1,399,046		1,200,311	*Times-S	532,554	425,337	American (See Note).		1,176,959	1,148,959
Tennessee-S	799,632	728,851	Grand Total	3,345,736	2,834,433	World News-e	1,414,136	1,208,785	†Republican-S		657,089	602,109	
Grand Total	4,506,718	4,286,934	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Grand Total	3,345,736	2,834,433	Grand Total		1,834,048	1,751,068
NEW ORLEANS, LA.			NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	SHREVEPORT, LA.						
Times Picayune-m	2,835,469	2,765,527	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Journal-e	1,250,415	1,125,887	Post-m		2,702,954	2,599,954
Times Picayune-S	1,235,779	1,111,324	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Times-m	1,632,927	1,501,217	Times-e		2,303,006	2,226,606
States & Item-e	1,871,106	1,633,694	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Times-S	1,814,069	1,693,147	*Post Times-S		1,214,843	1,138,143
Grand Total	5,942,354	5,510,275	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Grand Total	3,697,411	3,320,251	Grand Total		6,220,803	5,964,103
NOTE: Part-run advertising: Times Picayune-S This year 1,235,779 includes 14,400 lines; Last year 1,111,324 includes 55,920 lines. States & Item-e This year 1,871,106 includes 11,487 lines; Last year 1,633,694 includes 14,487 lines.													
NEW YORK, N.Y.			NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	SOUH BEND, IND.						
Times-m	2,671,948	2,780,985	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Tribune-e	1,517,723	1,557,176	BANGOR, MAINE			
Times-S	3,275,038	3,097,337	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	*Tribune-S	610,210	595,144	Grand Total		960,318	880,318
News-m	1,832,277	2,073,723	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Grand Total	2,127,933	2,152,320	BURLINGTON, VT.			
News-S	2,279,004	2,138,954	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	NOTE: Part-run advertising: Tribune-e This year 1,517,723 includes 27,109 lines. Tribune-S This year 610,210 includes 30,892 lines.	2,127,933		2,152,320	Free Press-m	1,282,890	1,197,890
Post-e	971,907	1,088,144	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Grand Total	3,697,411	3,320,251	COLUMBUS, GA.			
Grand Total	11,030,174	11,179,143	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	SYRACUSE, N.Y.						
NOTE: Part-run advertising: Times Picayune-S This year 1,235,779 includes 14,400 lines; Last year 1,111,324 includes 55,920 lines. States & Item-e This year 1,871,106 includes 11,487 lines; Last year 1,633,694 includes 14,487 lines.													
NEWARK, N.J.			NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Herald Journal-e	1,520,669	1,696,652	DAVENPORT, IOWA			
Star Ledger-m	2,449,047	2,196,476	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	*Herald American-S	675,586	721,828	Times-Democrat-e, m		2,244,718	1,892,718
*Star Ledger-S	1,731,667	1,457,344	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Post Standard-m	818,187	761,731	Times-Democrat-S		593,012	493,012
Grand Total	4,180,714	3,653,820	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Grand Total	3,014,442	3,180,211	Grand Total		2,837,730	2,385,730
NOTE: Part-run advertising: Star Ledger-m This year 2,449,047 includes 43,808 lines; Last year 2,196,476 includes 42,793 lines. Star-Ledger-S Last year 1,457,344 includes 28,800 lines.													
NIAGARA FALLS, N.Y.			NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	TACOMA, WASH.						
Gazette-e	1,054,177	1,067,472	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	News Tribune-e	1,528,357	1,477,949	DULUTH, MINN.			
†Gazette-S	363,692	379,242	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	News Tribune-S	635,504	539,135	News Tribune,			
Grand Total	1,417,869	1,446,714	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Grand Total	2,163,861	2,017,084	Herald-m, e		695,410	671,310
ORANGE COUNTY, CALIF.			NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	TALLAHASSEE, FLA.						
Register (See Note)	3,673,517	3,280,536	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Democrat-e	1,351,902	1,152,779	Grand Total		1,190,234	1,155,734
†Register-S	1,216,600	1,034,812	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Democrat-S	564,674	479,730	Tribune-e		N.A.	N.A.
Grand Total	4,890,117	4,315,348	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Grand Total	1,916,576	1,632,509	Tribune-S		2,061,497	2,005,067
NOTE: Register (e) and Register (m) sold in combination; lineage of one edition, Register (e) is shown.													
ORLANDO, FLA.			NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	TAMPA, FLA.						
Sentinel-m	2,861,717	2,371,352	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Tribune-m	3,230,932	2,711,767	LINCOLN, NEB.			
*Sentinel-S	1,183,919	992,548	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Tribune-S	1,056,181	913,890	Journal-Star-d&S		1,479,688	1,372,688
Star-e	2,385,305	2,385,305	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	Grand Total	4,287,113	3,625,657	NOTE: Plus preprints: 73,514 lines '72.			
Grand Total	4,045,636	5,749,205	NOTE: Part-run advertising: Times-m This year 1,399,046 includes 99,571 lines. World News-e This year 1,414,136 includes 38,528 lines.	3,345,736		2,834,433	TRENTON, N.J.						
NOTE: Part-run advertising: Sentinel-m This year 2,861,717 includes 416,079 lines; Last year 2,371,352 includes 362,488 lines. Sentinel-S This year 1,183,919 includes 143,324 lines; Last year 992,548 includes 142,125 lines. Star-e Last year 2,385,305 includes 281,278 lines. NOTE: Star-e ceased publication with the Jan. 20, 1973 issue Sentinel (m) be-													

John Hancock Co. cites 6 for business stories

John Hancock Mutual Life Insurance Co.'s Awards for Excellence were announced May 10. Each of the six winners will receive \$1000 for "contributing significantly to improved understanding of business and finance."

The top awards went to John T. Cunniff, Associated Press; George J. Church, Time Magazine; Philip B. Osborne, Business Week; Rudy Maxa, Washington

Post; Al F. Ehrbar and Steve Petranek, Rochester (N.Y.) Democrat and Chronicle; and an investigating team from Sun Newspapers of Omaha.

Cunniff won in the syndicated and news service writers category for a number of columns dealing with various aspects of the economy, including inflation pensions and taxes.

Church's winning entry in the national magazine category was entitled, "Can the World Survive Economic Growth?"

The award to Osborne in the financial business newspapers and magazines category was based on a special report about increased marketing competition for new products and dollars spent for research and marketability.

Maxa's report on the growth operation

and legal difficulties facing Glenn Turner Enterprises' main operations, K cot and Dare to Be Great, was judged best in the category for newspapers with circulation above 300,000.

An investigative series by Ehrbar a Petranek on the bankruptcy of Stirling Homex Corp., a modular housing firm was judged best in the 100,000-300,000 newspaper circulation category.

The Sun's investigating won in the category for newspapers with circulation under 100,000 for an article entitled "Boys Town, America's Wealthy City?"

The awards will be presented at a seminar at Boston University in October.

ROP color list amendments and corrections

The following amendments, additions and corrections for the list of color availabilities (E&P, May 30) are based on questionnaires received too late for publication, those not received at all, or to correct typographical errors in publication.

Alaska: insert Anchorage Times (Offset) — minimums \$175, \$125, \$75 process color on MTF spot color on MTWTF, special inks, closing days 4-5, progs and proofs 1-3, HiFi accepted, editorial color used occasionally.

Arizona: Tucson Arizona Star & Citizen — go offset July 1, 1973, three-color \$275, two color \$205, closing days 7-7.

California: Stockton Record — no volume discount available, closing days 6-5, progs and proofs 1-1, editorial color used regularly.

Delaware: Dover State News should be Delaware State News.

Kentucky: Lexington Herald-Leader — 1000-line minimums, \$270, \$210, \$150.

Michigan: Iron Mountain News — one color and black, 600-line minimum, \$60.

New Jersey: Morristown Record (Offset) — minimums \$285, \$245, \$145, process color on SMTWTF, spot color on SMTFWF, special inks, closing days 4-3, progs and proofs 3-2, HiFi accepted, editorial color used regularly.

New Mexico: Albuquerque Journal & Tribune — closing days 5-5, progs and proofs 1-1, editorial color used occasionally.

New York: Schenectady Union Star — suspends Ohio: Cincinnati Post & Times Star — (Letterpress -/-) Lima News — 1000-line minimums.

Pennsylvania: Ellwood City Ledger — 8 columns Philadelphia Inquirer — no minimums three-color \$77, closing days 7-3, progs and proofs 1-6.

Philadelphia News — no minimums \$375, \$375, \$275, special inks and AdPro, closing days 7-3, progs and proofs 1-6, editorial color used regularly.

Pittsburgh Post-Gazette — three-color \$750, two-color \$750, one-color \$550, process color on MTWTF, spot color on MTWTF.

Pittsburgh Press — three-color \$1015, two-color \$1015, one-color \$815.

Scranton Times — closing days 3-3, progs and proofs 2-1.

Tarantum-Brackenridge Valley News Dispatch (one paper resulting from consolidation with Nesquehanna-Arnold Dispatch), spot color available 4 days, closing days 4-3, progs and proofs 1-1. Use editorial color, insert York Record (Letterpress -/-).

660-line minimums two-color \$185, one-color \$125, spot color on MTWTF, special inks, closing days 7-3, progs and proofs 1-1, HiFi accepted.

Tennessee: Morristown Citizen Tribune — Offset HiFi accepted.

Morristown Gazette-Mail — (Letterpress) no minimums two-color \$40, one-color \$20.

Texas: Wichita Falls Record-News & Times — 1000-line minimums three-color \$224, two-color \$150, one-color \$86.

Additions and revisions to color lineage data will be published in Editor & Publisher's annual Lineage Issue, published May 26, 1973.

New Metro president

E. Richard Zimmerman has been named president of Metro Associated Service Inc. Zimmerman succeeds Emanuel Shapiro, who died April 9. Andrew Shapiro has been promoted to executive vicepresident and Michael A. Genova, controller since 1972, has been named treasurer.

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rawing cartoons replaces rlier collecting hobby



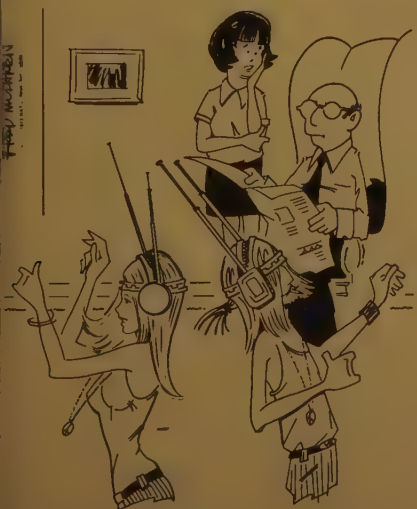
Fred McLaren

Fred McLaren was a ten-year-old kid when he started a cartoon collection with a foot drawing of three elves—Snap, Pk and Pop—wangled from the local grocery store. The treasure hung wall to wall above his bed until he left home for military service in the Korean War.

By the time McLaren got out of the service, he had long since decided he wanted to draw cartoons instead of collect them. He went off to the American Academy of Art in Chicago. As a student he and a friend created an adventure comic strip which never caught on.

McLaren's field after graduation was commercial art and in the mid 60s he began doing graphic design for advertising and promotion work while his free-lance humorous illustrations were published in books, house organs and Sunday supplements.

In meantime, the idea for a newspaper panel slowly developed. Tom Hirsh, his editor at National Newspaper Syndicate in Chicago, thinks the newly launched McLaren panel hero, "Thornsby," is really a cartoonist himself. But McLaren thinks not so.



"Remember when we danced to the same music?"

Still, Hirsh points out that McLaren is a nostalgia nut who collects old comics, pulp magazines, books and radio tapes and is fascinated by sports cars. So is "Thornsby." McLaren's pride and joy is a 1955 Morgan sports car. The cartoonist and his wife and two sons live in New Lenox, Illinois.

"Thornsby" grew into a daily cartoon panel out of Fred McLaren's confessed fascination with the way people react when they find themselves middle-aged. "They look around and they're amazed to find that they're in a world they never made. Thornsby is like that. He's an average guy who's faced with strange-looking kids, women's lib, pollution and cars that are always breaking down."

AMA honors science ed

Two newspaper series on mental health problems and heart transplants have won for David Hendin, editor of Enterprise Science News, a 1972 Medical Journalism Award from the American Medical Association. Hendin will receive the \$1000 prize next month during the AMA convention in New York City. The science editor is the author of four books including the current best-seller, "Death as a Fact of Life."

Philatelic editor to establish award

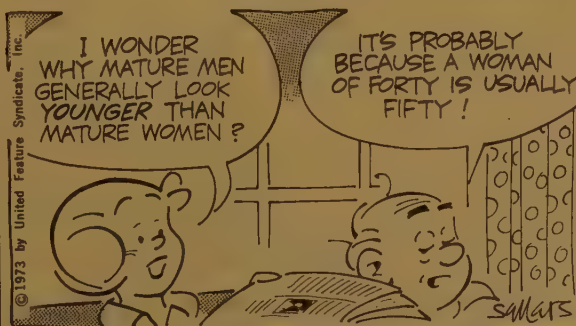
Julian Weiss, editor of Weiss Philatelic and Numismatic Features, Cleveland, has announced that a philatelic journalism award is being established in memory of his mother, Bertha Weisz, who died April 29. It was Mrs. Weisz who first got her son interested in stamps when she saved those on letters from relatives residing in her native Czechoslovakia and often told Julian when she admired a stamp hero, "be like the man on the stamp." Mrs. Weisz, who used the European spelling of the family name, continued her interest in stamps and coins over the years.

Columnist offers help on retirement budgets

Veteran newspaper writer and editor W. Robert Walton is offering a booklet on retirement budgets through his syndicated retirement column, "A Time to Live", which is marking its third anniversary this month. Universal Press Syndicate distributes the column.

The Walton budget bulletin titled "How to Prepare a Retirement Budget—and Save Money" is available for 50¢ and a self-addressed stamped envelope (long) addressed to Bob Walton, Suite 305, 2210 W. 75th Street, Prairie Village, Kansas 66208.

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Typographically Speaking

By Edmund C. Arnold

"Bright and punchy without being cute or impertinent." That was the goal of executive editor John L. Stallings and his staff as they redesigned the *Corpus Christi Times*.

If and how well they succeeded is a value judgement everyone must make for himself. I vote "Aye!" and so do many, many readers.

It is wise to define the goal of typographic restyling as our Texas brethren did. For there are many effects typography can produce and we want to use restyling functionally.

Perhaps the most obvious change is the nameplate. (The Times was already in format of six columns and it retained its Sans Serifs headline schedule.) The old nameplate had been a distinctive one; its Text letters told of the antiquity of the city and the anchor was appropriate for a busy port.

(Purists will be delighted that the Text letters have been abandoned. The cap T's were of unusual design, to put it mildly. Many type men insisted there was no such character in any other alphabet known to man.)

The new nameplate is certainly a "now" design. Letters are crisp and clean and the seagull device is mighty handsome.

(I have a personal discomfort, though. It bugs the devil out of me to have the proper noun Corpus Christi turned into a common noun, corpus christi. The typographer has the option of all-capping a word, using upper-and-lower or staying with the conventional downstyle. He doesn't have the right to de-cap a proper noun; that falls out of his area and into that of spelling.)

A major unifying graphic design is the rounding of corners of all halftones (a

Bank Deposits Set Record Spring High



Cost of Houses Is Beyond Reach

Hanoi Will Free Final

CONSPICUOUS ON THE NEW CORPUS CHRISTI TIMES page is its new flag or nameplate. It is in Sans Serifs and appropriately ornamented. The old flag is shown in the insert.

Rounded corners are used, not only on all halftones, but on the panels enclosing logos and standing heads. This unifying graphic device is consistently pleasing to the reader.

process much easier in pasteup than in photoengraving) and also of boxes which are used for section and page logos as well as for headings.

The editorial page, which unfortunately we haven't room to reproduce here, is a

handsome one, using generous leavening of white space.

Throughout the paper, special halftone screens are used. These are especially effective as "duotones." (Because this versatile photo technique is so often misnamed or misunderstood, I must define it. A duotone is made from a single black photo. Two plates are made. One, exposing for highlight detail, is printed in color, preferably a light one. The other, shot for shadow detail, is printed in black. The result is a new, third color. The technique is easy, inexpensive of time and money and poses little pressroom problem. With special screens available in plastic at bargain rates, every newspaper ought to take advantage of this process.)

Sunday sections are redesigned

New features and three redesigned editorial sections were introduced by the Sunday *Milwaukee Journal* May 6. The change coincided with a price increase from 35¢ to 40¢.

The changes are marked, in content, a move to increased reader involvement, more Sunday sections; in format, by brighter, more graphic approach to layout and illustration.

Two Sunday sections were renamed and lightened by a more open format to have broader reader interest. The Sunday Women's Section is now SPECTRUM. The former men's and recreation section changed to DISCOVER.

The Sunday Editorial Section increased in size from six to eight pages and included several new features:

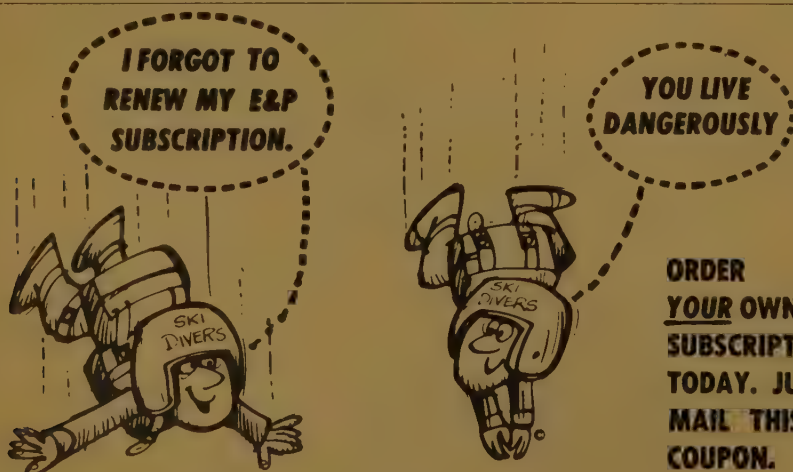
- "Report to Our Readers," a column by The Journal Reader Contact Editor John H. Thompson, shifts from Saturdays to the Sunday Editorial Section.
- The Opinion Page, in addition to running opposite the Editorial Page Monday through Friday in The Journal, also appears on Sunday.
- A full page is devoted to Letters to the Editor, including a section of the page for letters on a specific topic called "Question of the Week."

Journal editor Richard H. Leonard explained that readers will be notified by short announcements in the paper about specific problems to be discussed in the column. Readers will be invited to submit their ideas on solutions to the problem and the best letters will then be printed in the "Question of the Week" portion.

Among the new columns added to the redesigned sections are: "Senior Spectrum"—a question and answer column for the elderly and "You and Your Kids" by child psychologist Dr. Lee Salk in SPECTRUM and a cartoon panel, *The Pet Store* in DISCOVER.

George Lockwood, Journal Special Sections editor, worked with Women's editor Marilyn Gardner and Men's Section editor Donald Magarian in developing and producing the first issues of SPECTRUM and DISCOVER.

A team of editors and staff members headed by Feature editor Donald Dornbrook, worked in restructuring the Sunday Editorial Section.



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Controllers warned of cost meeting job guidelines

Employment regulations will continue to be a significant cost factor for newspaper companies in the 1970's, Washington Attorney John P. Ross advised members of the Institute of Newspaper Controllers and News Officers at their spring meeting (p. 15) at the Doral Country Club in Florida.

One of the few governmental agencies whose budgets haven't been trimmed by President Nixon is the Equal Employment Opportunity Commission, Ross said, and enforcement of anti-discrimination guidelines is becoming more persistent and stringent.

Once an employee files a complaint with the EEOC, Ross remarked, "the commission won't let go of it even if the matter is settled by the employer to the satisfaction of the worker."

Ross, who has represented the *Washington Star-News* and other publishers in EEOC relations and EEOC matters, was sued against Ms. Elsa Dick Glass, an attorney in the appellate division of the EEOC, in a two-hour discussion of the EEOC statutes, court decisions and regulations that now affect employment practices. Their remarks were directed particularly to hiring of minority and women newspaper jobs.

Some large awards

Ross reported that EEOC had instituted 108 class action suits in the past year involving a variety of industries. One of the cases, she said, resulted in judgments of up to \$2 million in back pay for persons who had been denied employment in obvious discriminatory hiring. She emphasized the current attention being paid to sex discrimination and equal benefits for males and females especially in respect to sick leave (for pregnancy) and retirement.

Active recruitment

In its own hiring practices, Ms. Glass said, the burden rests on the newspaper company to actively recruit applicants for specialized jobs. It is not enough, she added, to run an ad and say the paper is an equal opportunity employer. Women, Blacks, Chicanos and other minorities must be apprised of newspaper job opportunities through recruitment programs in the schools, according to EEOC policy. The government agency, Ms. Glass added, is taking a close look at the so-called quota system of employment to insure that women and minority members are receiving equal treatment all along the way.

Back to the 1860's

Ross opened his side of the dialogue with a recitation of the numerous laws, regulations and government employment practices, including discrimination for race, sex, religion and country of origin. Besides the Civil Rights Act of 1965, he noted that laws passed in the 1860's have ap-

plication to business today. In addition he mentioned state statutes and city ordinances.

The net effect of all this legal protection, Ross said, is that the individual has the advantage of multiple procedures while this has become such a fetish, he added, that the numerous agencies created by the statutes are turning them around and spreading themselves out as a sociological force.

Simple job application form

A publisher, Ross said, should respect "the full panoply of rules to prevent discrimination" and settle for a simple employment application form, one that is confined to the name and address of the applicant, the nature of the work to be performed and brief description of experience, etc. Questions relating to personal data should be left to post-hiring personnel information forms.

Inquiries on a job application form in regard to hobbies, club membership, arrests and such matters bring it into a "suspect area" in EEOC eyes, Ross said.

There is no requirement in the law, he pointed out, that an employer must make an employee available for interviewing by an EEOC investigator on company time. An individual can institute a suit which might lead to expensive litigation.

EEOC relies heavily on statistical data to challenge employment criteria, Ross said. He took issue with Ms. Glass on the assertion that employers were running to psychologists to prepare tests for job applicants. Use of such testing dates back many years, Ross noted, but he agreed that EEOC makes it difficult to validate psychological testing as a legitimate means of avoiding conflict with anti-discrimination guidelines.

John P. Brown, *Washington Star-News* finance officer, introduced the speakers.

Manpower

(Continued from page 14)

should be given precedence over the wage question.

In anonymous surveys, Harless said, employees usually tend to be concerned with whether fellow workers and management are friendly, whether the supervisor is running an efficient department, management puts too much stress on speed and not enough on the quality of production, the supervisor is angry too often, and there's much pressure to do too much work. Employees often express a desire to learn to do new things and their attitude toward pay is whether it is fair.

Some general attitudes

Harless reported that questionnaires among employees on 100 newspapers led to these general findings: between 20 and 30% of workers have negative attitudes; women, "despite their bitching," have better morale than men, new employees have high morale (because they are showered with attention), and employees with 25-year records have good morale, the worst morale is among workers in the 20 to 24 age bracket.

When a new employee's morale begins to go downhill, after he is ignored by the supervisor, it was found that the disgruntled workers take him in tow, Harless said, and the union shows interest in him.

In one competitive newspaper city where Harless conducted a survey, some employees were so ashamed of their own paper that they said they worked for the other one.

KNI tests also rate employees on such performance factors as utilization of resources, reaction to unforeseen events, planning, problem solving, budget control, attitudes toward subordinates and peers, and personal effectiveness. Highest on the scale (10) for city editors would be reaction to unforeseen events; the highest on the scale for a retail advertising manager would be the budget and utilization of resources.

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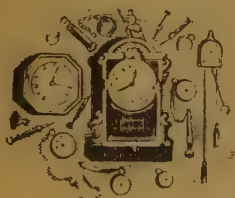
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3 weeks \$1.30 per line, per issue
4 weeks \$1.40 per line, per issue

ALL OTHER CLASSIFICATIONS

(Remittance should accompany classified copy when submitted unless credit has been established.)

1 week \$1.60 per line, per issue
2 weeks \$1.70 per line, per issue
3 weeks \$1.80 per line, per issue
4 weeks \$1.90 per line, per issue

Count 5 average words per line or 38 characters and/or spaces (3 lines minimum) (No abbreviations) and 50c per insertion for box service and unit as an additional line in your copy. Air-mail service on box numbers also available at \$1.00 extra.

PLEASE INDICATE EXACT CLASSIFICATION IN WHICH AD IS TO BE PLACED.

DISPLAY—CLASSIFIED

Use of borders, boldface type, cuts and other decorations, changes your classified ad to display. The rate for display-classified is \$3.45 per agate line—\$48.30 per column inch minimum space.

WEEKLY CLOSING TIME

Tuesday, 4:30 PM—New York Time

Editor & Publisher

10 Third Ave., N.Y., N.Y. 10022
(212) 752-7050

EDITOR & PUBLISHER for May 19, 1973

MACHINERY & SUPPLIES

COMPOSING ROOM

PHOTON 200B ADMASER. 3 years old, in excellent condition. Complete with 16 font disc and short run paper magazine and right reading prism. \$8500 or offer. Contact W. R. Stahler, P. O. Box 150, Napa, California 94558. Phone (707) 226-3711.

COMPUGRAPHIC MODEL 2961SL. 3 years old. Excellent condition. Call Loren Dyer, The Bulletin, Bend, Ore. 97701. (503) 382-1811.

SURPLUS EQUIPMENT FOR SALE

Substantial assortment of well-maintained Composing Room equipment available immediately. All in daily production until recently. Includes typesetting machines, proof press, electric storage cabinets, etc. If interested, send for complete list with prices. The Daily Press, Inc., 7505 Warwick Blvd., Newport News, Va. 23607. N.M. Fellman. Phone (703) 244-8421.

JUSTOWRITERS—Large selection of excellent trade-ins, for rent-lease, or for sale easy terms. NAPSCO, Berlin, Wisc., and 18 W 22 N.Y.C. 10010

ALL MODELS

Linotypes—Intertypes—Ludlows
PRINTCRAFT REPRESENTATIVES
136 Church St., N.Y.C. (212) 964-1370.

2 MODEL D STAR AUTOSETTERS, used only 6 months. Like new condition. Has all safety. 3 Fairchild light touch perforators (green). Universal Printing Equipment Co., Lyndhurst, N.J. 07071. (201) 438-3744.

COMPUGRAPHIC 4961 with wire stripper, 8 fonts, very good condition. O.N.E., P.O. Box 226, Norcross, Ga. 30071. (404) 448-6550.

THREE LINOFILM PHOTO UNITS each with 18 grid capacity. (Serial numbers 128, 315, and 316). Three Linofilm counting keyboards with 18 width card capacity (Serial numbers 120, 121, and 134). Eighty-eight type grids and width cards for each. Seven spare electronic panels and other related spare parts. Will sell complete individual photo units if desired. This equipment must be sold immediately, therefore, all reasonable offers will be considered. Contact: Purchasing Department, Sentinel Star Company, P.O. Box 2833, Orlando, Florida 32802.

CAN'T GO OFFSET? Letterpress better with jmDurAluminum Base. 3444 Country Club Dr., Medina, Ohio 44256.

MAILROOM

MODEL 5000 ADDRESSOGRAPH, like new condition, automatic with electric counter. Includes 70 drawer cabinet, frames, asking \$5,500. Contact E. R. Grandy, Circulation Manager, The Schenectady Gazette, Schenectady, N.Y. 12301. Tel. (518) 374-4141.

3-DIDDE GLASER DG 320 Inserting Machines, 3 positions, main and 2 inserting stations.

Call Mr. Bricker, Economist
Newspapers (312) 586-8800

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSCO), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

MISCELLANEOUS

HANTSCHO-MARK II, 33 x 19 1/2. Web Offset Press.

4 perfecting units, 2 infeeds, 2 sets of chills, 2 Buttler pasters, Tec dryer and many extras.

Also Rosback 6 pocket collator, stitchers and trimmer.

New machine guarantee.
Call any time. Polygraphic Equipment, (212) 541-7600.

MACHINERY & SUPPLIES

MISCELLANEOUS

VANDERCOOK REPRO PROOF PRESS, full page, model SP25, only 8 years old — also, first offer takes 400 galleys, other items. Nordmann Printing, 4210 Chippewa St., St. Louis, Mo. 63116. (314) 773-3000.

2 LINOTYPES with TTS units Model 5 and 31 (Gas) 30 M Liners

1 LINOTYPE with Star Quadder and Mohr saw (Gas) Model 14

1 LUDLOW (Gas) 20 drawer cabinet with 17 fonts

1 ELROD strip caster (Gas) Model K and 7 molds

1 HAMMOND full page Easy Kaster (Gas)

1 HAMMOND full page Shaver Model S-8

1 HAMMOND Radial Router Model R-4-B

1 FAIRCHILD Scan-A-Graver (Illustrator)

Contact: Gary Hirt, Bellevue Gazette, Bellevue, Ohio 44811. (419) 483-4190.

COMPLETE CONVERSION to Photo Composition and Letterflex leaves surplus Composing Room, Engraving and Stereotype (23 1/2" cut off) equipment available about March 1, 1973. Currently operating. Prices negotiable. Contact: L. A. Larson, Purchasing Officer, The Washington Star-News, 2nd and Virginia Ave., S. E., Washington, D. C. 20003. (202) 484-4760.

WOOD HEAVY DUTY AUTOPLATE No. 2607, with 22 3/4" cutoff, used only two years . . . like new.

C. M. KEMP 10 ton electric metal pot with control board . . . oblong. Used only two years.

MAYFRAM plate conveyor.

DYNA-FLEX plate processor, model 1523-9, used very little.

W. Paul Harris, Business Manager, Clearwater (Florida) Sun. Phone (813) 447-6431.

CONVERSION to Photo Composition will make hot metal equipment available September '73. Send for list of available equipment. Robert Mayer, Daily Intelligencer, Doylestown, Pa. 18901.

2 AM 725 VARTYPER Phototypesetters, manufactured by Photon. 3 face fonts equaling 27 sizes per font. (112 characters per face) 6-18 point range. 4 fonts and program tapes included. Hyphen-less mode. (automatic justification).

5 JUSTOWRITERS input tape perforators. 7 level. 3 with front readers.

2 JUSTOWRITER REPRODUCERS output. 8 and 9 point Homboldt news-text face.

JUSTOWRITER TABLES.

**All equipment listed is in top operating condition and under maintenance contracts. Will split up into the unit you may wish to purchase. Will give in-plant demonstration and instructions.

OTHER:

1. 175 Challenge table-top heavy duty folding machine. Like new. Folding capacity to metro size newspaper sheet.

2. S D Warren fotofinisher — dry-to-dry veloxes, proofs, or blue lines. No dark room or chemistry needed.

3. NuArc 32 x 42 flip-top carbon arc plate maker.

Call (301) 465-3333, Ext. 53 or 52 for more information.

SELL YOUR MACHINERY

at the ANPA/RI in New Orleans the week of June 10 with an E&P Classified Ad. We'll be there with free issues for the delegates doing the selling job for you.

DEADLINE JUNE 9 ISSUE: JUNE 5.

MACHINERY & SUPPLIES

NEWSPRINT

ROLLS ALL SIZES—BEHRENS Pub & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:

PORTAGE (216) 229-4455
Box 5500, Akron, Ohio 44313

PRESSES & MACHINERY

GOSS COMMUNITY, 3 units, excellent condition, used on 1 shift, 5-day week. Auxiliary equipment with press. F. Dale Ivey, Western Hills Publishing Co., Cinti, Ohio 45711. (513) 661-3200.

GOSS SUBURBAN 6 unit, new 1969.

GOSS SUBURBAN 3 unit with folder, new 1964. Excellent condition.

GOSS COMMUNITY, 1 unit with folder and drive.

COTTRELL V-15A, 5 units, new 1968, with folder.

COTTRELL 5 unit V-15, excellent condition.

ROYAL ZENITH Zephyr, 2 unit with folder.

FAIRCHILD COLOR KING, new 1969, 4 units with imprinter.

SUBURBAN half and quarter folder.

URBANITE QUARTER FOLDER —Will guarantee, like new. Also COLE Model 106 quarter double parallel folder with cross perforator, new in 1966.

IPEC, Inc.

401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

COLE MODEL 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price. FOLDER, 909 E. 59th St., Los Angeles, (213) 235-3131.

AVAILABLE IMMEDIATELY

Color King Press Model #630

4 units plus—Fairchild built non-stop imprinter—heavy duty Jaw folder—4 floor mounted reel stands with expandable roller chucks—steel overhead roll gantry—50 horse power motor—3 phase—60 cycle—575 volts input—installed new March 1969—excellent printer—Top Condition—equipped for direct printing—with sidelay and Circumferential register—power driven tabloid slider—2—Balwin water systems—water stops—2 complete sets spare cover rollers—plate bender—Dominion M1 stat controls with supply of spare breakers—contacts and complete set of solid state boards—and full range of spare mechanical parts for press.

\$65,000

Contact Mr. Paul Iannuzzi
Daisons Press Limited
50 Snidercroft Road
Concord, Ontario, Canada

Telephone (416) 889-9282

FAIRCHILD COLOR KING 1 unit, recently rebuilt, excellent condition. Box 779, Editor & Publisher.

NEWSKING UNIT, 1967, sidelay register, reconditioned.

BALLOON FORMER for Color King folder, good condition, very reasonable.

O.N.E., P.O. Box 226, Norcross, Ga. 30071. Phone (404) 448-6550.

GOSS MARK I HEADLINER, 4 units, 22 3/4" cutoff, Uniflow double folder, reels, tension lockup. Used 18 months. Excellent condition. Claremont Press, 315 San Leandro Way, San Francisco, Calif. 94127. (415) 587-2866.

MACHINERY & SUPPLIES

STEREOTYPE

AVAILABLE AUGUST '74 — Complete Stereo Department including: Nolan 18 ton Pot, Wood Pony 22 3/4", Tension Plate Automiller, Wood Supermatic 22 3/4", Sta-Hi Multi-Plex Router, Miscellaneous routers, formers, and mat rollers. All equipment in excellent condition. Can be seen in daily operation. \$75,000. Contact:

Jerry Prescott
St. Petersburg Times
P. O. Box 1121
St. Petersburg, Florida 33731
(813) 894-1111

WANTED TO BUY

1 OR 2 UNIT GOSS COMMUNITY press with folder. Prefer serial number between 300 and 400. Call (401) 724-0200.

GOSS COMMUNITY PRESS UNITS, 1 TO 4. CONTACT MR. MEREDITH, (215) 636-6820.

TWO 6 or 4 POSITION rollstands for 36" web. Tenakill Associates Inc., 135 Lawrence St., Hackensack, N.J. 07602. (201) 487-7717.

NEWSPAPER SERVICES

CIRCULATION PROMOTION

NEED MORE HOME DELIVERY?

If so, consider a change of pace from routine promotions! Want fast and sustaining results? Our organization can do it for you. Thanks to a carefully planned and soundly executed telephone solicitation program. We give you that increase, at a most reasonable cost per subscription. This is because our telephone solicitation methods are thorough and skilled. Backed by years of active experience in this specialized field for both daily or weekly newspapers. Call or write for further information

ROBERT NELSON CAMPAIGNS
361 Meadowbrook Drive
Huntingdon Valley, Penna. 19006
(215) WI 7-5215

PRESS ENGINEERS

INSTALLATIONS & MOVING

Special equipment, designed or built. Equipment available for sale.

Paul F. Bird
P.O. Box 1027
Sanford, Fla. 32771
(305) 668-5034

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING

Expert Service—World Wide
SKIDMORE AND MASON, INC.
1 Sherman Avenue
Jersey City, N.J.—07307
(201) 659-6888

Help Wanted...

ACADEMIC

EXPERIENCED NEWSMEN interested in special graduate fellowship. Write: Mental Health Mass Communications Program, Kansas State University, Manhattan, Kans. 66506.

ADMINISTRATIVE

MANAGER for small weekly. Absentee owner. Chance to buy in. C. H. Grose, General Newspapers, Ballston Spa, N.Y. 12020. (518) 885-4601.

PUBLISHER — Strong on sales for 3,500 circulation weekly at Two Harbors, Minnesota. Good ad market from Duluth, fishing, hunting. Salary, bonus and expenses. Write Box 98, Skyline Village, Bemidji, Minn. 56601.

HELP WANTED

ADMINISTRATIVE

COMPUTER SYSTEMS DEPARTMENT MANAGER. For large metro daily. Work experience as department head or assistant department head of similar operation in or out of newspaper industry a necessity. Self-starters with ability to communicate and college degree should apply. \$30,000 salary plus growth potential. Send resume to Box 320, Editor & Publisher.

GENERAL MANAGER wanted for university daily newspaper with 41,000 circulation. Must be experienced and have detailed knowledge of both editorial and advertising phases of the newspaper. Must be an excellent administrator, able to work with students and professional staff. Excellent opportunity for a No. 1 person. Salary commensurate with ability. No phone inquiries. Write all in letter to Michigan State News, c/o Victor G. Spaniollo, President, Board of Directors, 345 Student Services Bldg., Michigan State University, East Lansing, Mich. 48823.

CIRCULATION

AREA MANAGER — 6-day morning, Zone 2, city territory experience. Take charge person for new expanded area in virgin territory. Must be sales minded. Send complete resume of your actual record of what you have done and salary requirements to Box 844, Editor & Publisher.

EXCELLENT OPPORTUNITY exists for Circulation Director with a fast growing, aggressive, 30,000 daily in Zone 5. Must have experience and be a self starter. Salary plus bonus program. Send resume to Box 812, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER

Rapidly expanding Southern California 5-afternoon daily needs aggressive classified manager to build staff, lineage and profits. Recent acquisitions of weeklies and shopper presents terrific opportunity for record breaking gains. Send full resume and earning records to Box 848, Editor & Publisher.

ADMINISTRATIVE

HELP WANTED

DISPLAY ADVERTISING

CHICAGO AREA DAILY seeks bright aggressive Advertising Director. Candidates should have at least 2 years sales or sales management experience. \$20,000 plus bonus. Send resume to Box 815, Editor & Publisher.

MIDWEST DAILY with 30,000 circulation needs Assistant Advertising Director. Our Advertising Director will be moving to General Manager's position with one of our papers in the next year. We need an enthusiastic replacement who can learn the job in short order. We want someone who is hungry with less than 5 years sales experience. \$18,000 plus to start. Advertising Director job pays \$24,000 plus. Send resume to Box 808, Editor & Publisher.

ADVERTISING SALESMAN with ability to write some news. Experience on free circulation helpful. Should reach 5 figure salary in 6 months. Job open now. Send references to Box 740, Editor & Publisher.

GROWTH OPPORTUNITY for experienced display salesman with 6-day daily in beautiful Southwestern city. Salary, commission, car allowance, fringes. Send references, samples, photo. Box 821, Editor & Publisher.

An Expanding Dynamic

DENVER, COLORADO

suburban weekly newspaper group seeks knowledgeable space salesmen with minimum of three years experience for permanent positions with a future. This is an open invitation to all who qualify to contact us now should you be planning a vacation trip in this area. Let us know your plans by writing Jack Collier, Community Publications Company, 8885 W. 14th Avenue, Lakewood, Colorado 80215.

WE WILL PAY TOP DOLLAR for the best person in the country to direct a retail ad staff of 19 on a 70,000 circulation morning newspaper in the Midwest. Most modern cold type, offset plant in U.S. Must be strong personally in sales, administration and retail advertising promotion. Personal interview a must. Send personal data and track record to Box 770, Editor & Publisher.

ADMINISTRATIVE

HELP WANTED

DISPLAY ADVERTISING

NORTHERN ILLINOIS suburb newspaper group seeks advertising representative to make calls at major retail chain store headquarters & cover general advertising accounts Chicago area. Starting salary range \$14-15,000. Excellent fringes. Send complete resume, references. Box 8 Editor & Publisher.

"We're Putting It
All Together"

... and you could be a part
of it.

Dynamic growth creates immediate opening for ambitious retail advertising salesman who knows what a "stretch run" on a fast track is about.

Must be capable of earning five-figure income with one of America's finest day metropolitan newspapers.

You'll be challenged and rewarded; opportunity for additional responsibilities and growth is excellent.

Send comprehensive resume to Joe W. Roell, Retail Advertising Manager, The Tampa Tribune and Times, P. Box 191, Tampa, Florida 33601.

DISPLAY SALESMAN for fast growing Southern California daily. Ideal location for secure future with advancement. Excellent salary and commission plus car allowance and fringe. Send resume to Ad Manager, Daily News, Camarillo, Calif. 93010.

AD-BUSINESS MANAGER — Opportunity in small chain for qualified advertising salesman to step up salary, responsibility. Prize winning growing daily, 5,000 circulation, expanding cultural area. Supervise young, dedicated staff. Person we seek must be a self starter, well organized, professional and prepared to play important role in Auburn, Ind., home of classic automobiles. Contact Jim Kroemer, Editor and General Manager, The Evening Star, Auburn, Ind. 46706.

ADMINISTRATIVE

when you need help hiring a superior executive call Ron Curtis & Co.

- GENERAL MANAGEMENT & BUSINESS
- ADVERTISING
- MECHANICAL
- CIRCULATION
- NEWS & EDITORIAL

Ron Curtis & Company 312-693-6171

O'Hare Plaza, 5725 East River Road, Chicago, Illinois 60631

HELP WANTED

DISPLAY ADVERTISING

ATE NEW YORK daily and Sun-
needs a creative, aggressive retail
man who's decided that he wants
successful. If you have a few
experience, can sell ideas and
you'd like to be a manager some
you might want to join our team
re part of a highly regarded mul-
newspaper group. The salary is
the benefits and living condi-
are excellent and the chance to
a bright future for yourself is
Write in complete confidence to
331, Editor & Publisher.

RESSIVE AD DIRECTOR for fi-
lly solid suburban group (dailies,
ies) in fastest growing area of
6-man ad staff presently. Start
\$14,700 guarantee. Qualified ap-
ts interested in permanent po-
only please. Write confidentially
ublisher, P.O. Box 34195, Dallas,
76234.

AD MANAGER

ted for excellent 18,000 Midwest
et daily. A real opportunity for a
son now on a smaller paper, or
second man in a larger paper.
od fringe program, plus oppor-
ty for further advancement.

alary plus incentive. Must be able
handle planning and promotion,
a full charge of retail depart-
nt. Prefer person with Midwest
ground.

Write full details to Box 777, Edi-
& Publisher. All letters will be
t confidential. State availability
interview at our expense.

ERTISING SALESMEN, retail and
ified, for daily newspapers in E&P
5, 7 and 8. Send complete type-
en resume, references to Inland
Press Assn., 100 West Monroe,
ago, Ill. 60603.

STANDING RETAIL AD MAN-
R for major metropolitan daily,
5. Top pay, fringes, bright future
energetic leader who can innovate,
ate and motivate. Unique oppor-
y for proper person. Write Box
Editor & Publisher.

WING TRI-WEEKLY with plans
o daily needs experienced sales per-
with desire to advance. Send re-
p, salary requirements to: Adver-
g Director, The Gaffney Ledger,
Box 670, Gaffney, S.C. 29340.
replies confidential.

EDITORIAL

RE LOOKING for the best feature
ers in America. Top craftsmen
can touch the reader's soul.
ers who can evoke emotions...
e people to smile and cry. You'll
e at around \$20,000 on this tough,
anding job. Send brief resume and
ples of your best work. Don't re-
e. A try-out will be required.
r Langley, Assistant Editor,
IONAL ENQUIRER, 600 South
Coast Avenue, Lantana, Florida
2.

PERIENCED AG JOURNALIST
led to write and edit a national
rd-winning farm publication, plus
le other challenging ag communi-
ons and marketing tasks. If you
e a practical knowledge of farming
farm people, a commitment to ag-
lture and a proven track record
writing good ag copy, send resume
samples to Ed Jackson, Creative
munications Division, The Webb
pany, 1999 Shepard Rd., St. Paul,
n. 55116.

SS-AMERICAN newspaper weekly,
lish-German, edit and manage paper,
time possible, German knowledge de-
le, not necessary. Box 895, Editor
ublisher.

HELP WANTED

EDITORIAL

WORKING CITY EDITOR—Opportu-
nity in small chain for qualified re-
porter to step up in salary, respon-
sibility. Prize winning growing daily,
6,000 circulation, in expanding cul-
tural area. Cover police, city hall,
some camera, some features. Dedicated
staff of 4+. Person we seek must be
a self starter, well organized profes-
sional and prepared to play an im-
portant role in the community. Write
fully in first letter to Mrs. L. Joyce
Smith, Managing Editor, News-Sun,
Kendallville, Ind. 46755.

SMALL AREA 1 DAILY needs edi-
torial, feature writer who can do it
all when needed. Independent, liberal,
strong on local issues. Full particu-
lars to Box 784, Editor & Publisher.

COPY EDITOR

Do you have 1 or more years of copy
desk experience? Are you able to edit
copy sharply, write accurate and lively
heads and layout pages?

If you answered "yes" to those ques-
tions, we have an opportunity for you
on our 19,000 circulation, 6-afternoon
offset paper. We are located in a
friendly city of 35,000 in a rapidly
growing area.

Salary commensurate with your ability,
plus excellent company paid benefits.

If you'd like to come and grow with
one of the Southeast's most progres-
sive newspapers, please contact Jack
Hildebrand, Evening Herald, P.O. Box
11707, Rock Hill, S.C. 29730. Phone
(803) 327-7161.

SPORTS EDITOR—Medium PM Zone
5 daily. Excellent situation with ad-
vancement potential for person with
leadership and flair for words and lay-
out. Box 873, Editor & Publisher.

MANAGING EDITOR to supervise and
train staff, put out 6,000 5-day PM
paper full of local news and help fast-
growing newspaper grow even faster.
Must be aggressive, hard-working.
Write fully to David Frazer, Statesboro
Herald, Statesboro, Ga. 30458.

FIRST NEWSPAPER in America's
oldest city seeks an energetic reporter
with some daily or weekly experience,
one who can write with brevity, clarity
in hard news for our 8,000 PM, and
produce features with a twist for our
weekend magazine. Excellent fringe
benefit package includes medical, pen-
sion, vacation, holidays, overtime be-
yond 40 hours, car allowance. Patrick
Lynn, Managing Editor, The Record,
P.O. Box 1630, St. Augustine, Florida
32084. (904) 829-6562.

SUBURBAN WEEKLY PUBLISHER

One of the U.S.'s largest and most
respected newspaper groups is expand-
ing in the suburban weekly field.

We are seeking top manager-editors
who know both the business and edi-
torial sides of suburban newspapering.

In addition, they must have the ability
and aptitude to exert responsible lead-
ership of the staff and in the com-
munity.

Liberal salary, other benefits.
Send resume to Box 887, Editor &
Publisher.

THOUGHTFUL EDITOR - WRITER,
economics and government fiscal af-
fairs background, some radio-TV help-
ful, for national non-profit research
organization. Good pay and benefits.
Zone 2. Box 893, Editor & Publisher.

REPORTERS, DESK MEN for daily
newspapers in E&P Zones 5, 7 and 8.
Experienced or qualified beginners.
Send complete typewritten resume, re-
ferences to Inland Daily Press Assn.,
100 West Monroe, Chicago, Ill. 60603.

HELP WANTED

EDITORIAL

COUNTY SEAT weekly in rural Mid-
west seeks literate individual cap-
able of directing entire news operation
— and doing most of the responsible
work. Present capable reporter-photo-
grapher will remain. Proud paper, seeks
always to do good news job, stresses
accuracy. Absentee but frequently-on-
hand publisher. No ad sales, little
photography, no darkroom work, no
paste-up (we're letterpress in our own,
capably staffed shop)—but on Wednes-
days all hands work on that week's
paper. This is a job for someone who
likes to keep busy and do more than
a ho-hum job. Age and gender im-
material, but applicant should want to
live in a small town. Major metro-
politan area two hours away; Big 10
university even closer. Write Box 810,
Editor and Publisher.

TOP-NOTCH COPY EDITOR needed
by newspaper group of semi-weekly
and weeklies. Salary commensurate
with ability. Send resume. H & S Pub-
lishing Co., P.O. Box 400, Tullahoma,
Tenn. 37388.

FOOD EDITOR/WRITER

A leading Zone 5 metropolitan daily-
Sunday seeks food editor or writer.
Desire experienced person preferably
with degree in home economics-journal-
ism with orientation toward foods.
Write Box 727, Editor & Publisher.

STRONG ON LAYOUT? Public Rela-
tions and Publications Department of
one of the nation's largest labor unions
seeks experienced, qualified man or
woman to handle layouts of newspaper,
magazine pages and brochures in ad-
dition to writing assignments. Labor
background helpful but not a must.
Top pay and benefits; union shop.
Zone 5. Send resume to Box 850,
Editor & Publisher. An Equal Oppor-
tunity Employer.

UNIQUE COPY READING OPPORTUNITY

Our editorial editor needs a creative
copy reader to help handle
the editing of editorials, in-depth
features, legislative reporting and
special interpretive news projects
done by staff or 5 editorial writers.
There is some work with syndi-
cated copy as well.

The staff of editorial writers serves
6 down-state Illinois dailies with a
combined circulation of 175,000.

Salary and benefits excellent. Send
resume listing qualifications and
salary desired to George B. Irish,
Lindsay-Schaub Newspapers, P.O.
Box 789, Decatur, Ill. 62525.

KEY REPORTING AND EDITING
spots on Tennessee's fastest growing
paper available in June. Prefer a
couple of years experience but the ex-
ceptional J-grad might qualify. We're
adding manpower in news-investigative
field, sports and layout. Show us
what you've done and what you want
to do. Consistent prize winner, 37,000
daily in lake and mountain region.
Write W. N. Roesgen, Editor, Kings-
port (Tenn.) Times-News.

COPY EDITOR

Desk job available immediately in the
Midwest on one of the country's out-
standing morning metropolitan news-
papers. Experience in editing and
headwriting essential. Journalism
graduate with a minimum of two
years experience preferred. Excellent
salary and generous employee benefits.
Write Box 800, Editor & Publisher.

AGGRESSIVE ZONE 5 20M daily seeks
a police reporter who knows how to go
beyond the blotter. We're in a high
crime area near a big city and we re-
port crimes and accidents, but we want
to do a lot more too. If you think you
can humanize 3 local Police Depart-
ments and examine the challenges
facing law enforcement officials, send
resume and clips to Box 864, Editor &
Publisher.

HELP WANTED

EDITORIAL

INVESTIGATIVE REPORTER for
60,000 PM daily, experienced, thor-
ough, hard working. Area 2. Box 891,
Editor & Publisher.

17,000 CIRCULATION DAILY in Zone
3 has opening for Sunday editor.
Salary negotiable. Full resume re-
quested. Box 859, Editor & Publisher.

FREELANCE

WE'RE LOOKING for No-Fault In-
surance items from freelancers any-
where in the U.S. Write National
Features Syndicate Inc., 1052 National
Press Bldg., Washington, D.C. 20004.
Ph: Fred Rosenblatt, (202) 393-1200.

WE NEED GOOD PHOTOS

Major manufacturer of aircraft in
world-wide use is always in market
for top quality black and white and
color photos of its products in various
applications. Also updating our list of
writer/photographers in all geographi-
cal areas for possible assignments. For
details, samples of what we want,
write to: Box 863, Editor & Publisher.

WRITERS—I am seeking freelance
articles about 2,000 words with photos
or art, about travel, the oil field, the
Old West, or about any other topic.
We pay up to 10¢ a word depending on
quality. Kit van Cleave, P.O. Box
1675, Houston, Texas 77001.

LAYOUT/PASTE-UP

PRODUCTION LAYOUT ARTIST, ex-
perienced in producing camera-ready
advertising layouts in volume with
cold type and repro mat services. Fine
working conditions and benefits. Call
Mr. Signer, (813) 688-8508 or write
913 S. Florida Ave., Lakeland, Fla.
33803.

MARKETING

LEADING MANUFACTURER of com-
puter based photo-typesetting equip-
ment is expanding its marketing or-
ganization nationally. Positions avail-
able for aggressive individuals with
graphic arts and EDP systems experi-
ence. Send resume to Autologic Inc.,
9119 DeSoto Ave., Chatsworth Calif.
91311.

PRESSROOM

WEB OFFSET PRESS INSTALLER—
Experienced in press repairs, operation
and field installation. Must be willing
to travel and relocate in Kansas City
area. Good salary and fringe benefits.
Send complete resume including work
experience and references. **INLAND
NEWSPAPER MACHINERY CORP.**,
1720 Cherry Street, Kansas City, Mo.
64108.

**URBANITE PRESSMAN, AT LEAST
2 YEARS EXPERIENCE. CALL (303)
892-5551, EXT. 60.**

PRESSMAN-STEREOTYPER

Permanent position for experienced
person. Good scale and fringe benefits.
Call collect (217) 352-5252 or write
Steve Farruggia, Pressroom Foreman,
The News Gazette, 48 Main St., Cham-
paign, Ill. 61820.

WANTED — Combination man for 8
unit Goss Headliner. Air conditioned
plant, good fringes and scale. Send
resume to Joe Muldowney, Press Fore-
man, The News-Sun, 100 Madison St.,
Waukegan, Ill. 60085. (312) 689-7000.

PRODUCTION

COMPOSING ROOM SUPERINTEND-
ENT for California paper. Must be
skilled personnel manager, know com-
puters, cold type and photocomposing
equipment. Medium size operation
calls for manager with 10 to 15 years
experience. New plant, excellent op-
portunity. Can interview at New Or-
leans ANPA mechanical conference.
Rush resume detailing experience and
training in confidence to Box 894,
Editor & Publisher.

HELP WANTED**PRODUCTION****PRODUCTION ENGINEER**

A Zone 5 daily with a circulation of about 40,000 has a unique opportunity for a production engineer. Let us hear from you in confidence. Box 834, Editor & Publisher.

PHOTOTYPESETTING MANAGER capable of markup, layout, production. Zone 2 location. Knowledge of computer helpful. State experience, references, salary requirements. Replies confidential. Box 767, Editor & Publisher.

WANTED**PHOTON TECHNICIAN**

Experience with 561 and Pace-setters necessary. Good working conditions — pay commensurate with ability. Excellent fringe benefits. Contact R. R. Norris — Lubbock Avalanche-Journal, Lubbock, Texas, Area Code 806-763-4343.

IMMEDIATE OPENING for person capable of management-production of newspaper and commercial operation. Must be experienced in managing others as well as possess knowledge of markup and advise pasteup, camera and typesetting departments. Excellent location, good pay, fringe benefits. Call Steve Small, (913) 381-1010.

PUBLIC RELATIONS**WRITER****AAA MOTOR CLUB**

2-3 years with a city or town paper, house organ, re-write or other solid editorial combination for monthly tabloid dealing with transportation, legislative, travel, etc., as well as other PR media. Opportunity for organized, energetic individual wanting stimulation, security and advancement to learn and grow in congenial career position. New York City. Please mail full resume, salary requirements. Box 789, Editor & Publisher.

SALES REPRESENTATIVES

SALES REPRESENTATIVES COMPOSITION PRODUCTS EASTERN REGION

MDG Graphic Systems, a major division of Rockwell International, seeks sales representatives for its new Information Products Division. The Information Products Division designs, manufactures and markets mini-computer based composition systems for the expanding newspaper industry. We seek management-oriented individuals to market and sell in the East. 3 to 5 years related experience required. A college degree and knowledge of graphic arts industry a definite plus. Excellent starting salary, above average benefits and opportunity for professional growth.

For immediate consideration forward letter or resume, including salary history to:

Director of Marketing
Information Products Division
Rockwell International
2735 Curtiss Street
Downers Grove, Illinois 60515



MGD Graphic Systems Division
Rockwell International

HELP WANTED**PUBLIC RELATIONS****WRITER**

(dependent on qualifications)

Salary: \$9,520 to \$13,996

The National Cancer Institute, office of Public Affairs, is looking for a writer with meaningful writing and reporting experience with a major newspaper and a thorough background in the medical sciences to write reports, pamphlets, news releases, articles and news stories on activities in cancer research and to develop a variety of special communications projects. Must be able to write in terms laymen understand.

Send resume to the National Cancer Institute, Personnel Office, Bldg. 31, Room 3A-33, Bethesda, Md. 20014. An Equal Opportunity Employer, M/F

TALENTED WRITER with news media background needed by large Upstate New York manufacturer for solid spot on News Bureau. Technical experience helpful but not essential; applicant must be willing and able to learn. Job involves press relations, development of publicity programs and dissemination of news. Equal opportunity employer. Send resume, writing samples to Box 826, Editor & Publisher.

PHRASEMAKER

Florida corporation with \$350 million in assets needs a writer who can build sentences the way we build planned communities. Journalism grad with minimum 2 years experience under deadline pressure needed to fill key post. Ample opportunity for professional growth with NYSE listed top quality company. Send only your best copy samples, a precise resume and salary history to: Personnel Director, P.O. Box 369, Miami, Fla. 33145.

SALES REPRESENTATIVES**REGIONAL
SALES REPRESENTATIVE**

Major newspaper feature syndicate and supplier of exclusive reader publications and other creative newspaper services has fine career opportunity for aggressive sales-minded person, free to travel a limited territory. Editorial, advertising or selling experience desirable. Salary, commission, plus travel expenses in company-furnished car. Training program tailored to personal needs. Send resume and references to Box 888, Editor & Publisher.

Positions Wanted...

ACADEMIC

ADVERTISING/BROADCASTING pro with 8 years experience and journalism Masters seeks teaching. Bob Junas, 936 Peace, Hazleton, Pa. 18201. (717) 454-1660.

ADMINISTRATIVE

SEVEN YEARS WALL STREET experience, 20 years publisher-owner small daily and weeklies. Experience in mergers, pension plans, investments, publishing, editorial, personnel, community service. Box 737, Editor & Publisher.

BUSINESS OR GENERAL MANAGER of medium sized daily. 14 years experience business manager in all phases of small offset daily. Familiar with letterpress. Helped convert letterpress to cold type offset plant. Prefer Zones 8 or 9, will consider others. Resume, references. Available on short notice. Box 839, Editor & Publisher.

YOUNG SEASONED General Manager with 10 years small offset daily and group suburban weekly experience seeks challenge with newspaper organization active in suburban expansion. Heavy advertising, production, promotion, voluntary pay background. Box 818, Editor & Publisher.

AD MANAGER—All departments, all size competitive papers. Young, aggressive, successful. Resume. Box 791, Editor & Publisher.

PUBLISHER OR MANAGEMENT position. 15 years in all phases of newspapering. Proven company builder, developer of new ideas and markets, cost-cutter. Strong in sales, advertising, circulation, composing and presses. Company man, 34, at the top where I am. Box 765, Editor & Publisher.

VETERAN NEWSPAPER MAN with \$20,000 cash would like to purchase or buy in daily or weekly in Zone 8-9 or 7. Business, advertising and production oriented. Box 842, Editor & Publisher.

GENERAL MANAGER, Advertising Director — 27 years employed by single group of newspapers and progressed through all phases of advertising, business, administration — up to and including General Manager. Anxious to locate with independent, locally owned, medium sized newspaper Zone 5. Box 869, Editor & Publisher.

CIRCULATION

26 YEARS EXPERIENCE — 45 Years Old. Top circulation expert now available. No metros. Complete range of successful experience. **MANAGEMENT! MOTIVATION! PROFITS!** Look at a proven performer. Write Box 837, Editor & Publisher.

CIRCULATION MANAGER—Experienced in all phases of circulation, increase and revenue producer. Talent for organization, training and promotion. Box 793, Editor & Publisher.

PRESENTLY EMPLOYED Circulation Manager with ABC daily and Sunday desires to relocate. 20 years experience with 2 newspapers. BS degree, excel in promotion and collection. Request resume. Box 773, Editor & Publisher.

CLASSIFIED ADVERTISING

WANT TO GREATLY INCREASE your classified volume? 12 years classified management, 3 years retail and promotion manager, 15-250,000, offset and letterpress. Strong on co-op, credit and phone sales. Seek management position Areas 8, 7, 6, 5. Box 874, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER — 16 year experience. Excellent references, education and work record. Seek position Zone 5 on 40,000+ paper. Write Box 857, Editor & Publisher.

DISPLAY ADVERTISING

20-YEAR VETERAN seeks advertising management relocation in West. Excellent record. 46, married, dependable. Box 860, Editor & Publisher.

**RETAIL ADVERTISING
DIRECTOR/MANAGER OR
NATIONAL COOP AD DIRECTOR**

Experience, 20 years retail sales and promotion with Midwest daily and Sunday 400,000 circulation, 2 year working with National Coop Program Age 43. Box 796, Editor & Publisher.

GIRL FRIDAY, VASSAR '73, ACCURATE TYPESETTER, BOX 872, EDITOR PUBLISHER.

ADVERTISING MANAGER, experienced small dailies, weeklies, mature promotion minded. (814) 646-3677. Write Box 188, Bland, Mo. 65014.

EDITORIAL

PROFESSIONAL NEWSMAN doing weekly "one-man show" seeks straight editorial job in Zone 5. Married, 2 degree. P.O. Box 389, Havana, Fla. 32333. Or call (904) 539-6596.

SARAH LAWRENCE STUDENT needs her first job in a newspaper or magazine on a part-time 3-4 days per week basis. Excellent writer, typist, conscientious. Zone 2. P.O. Box 435, F.D.I. Station, New York, N.Y. 10022.

BA JOURNALISM, June '73. Some experience on New York City daily Sports or general reporting, any Zone. Available July. Box 819, Editor & Publisher.

MANAGING EDITOR for small medium daily. Experienced in both metropolitan and smaller papers. Ohioan, 45, now in Florida, will relocate. Chas. Stine, 7169 Blandline Jacksonville, Fla. (904) 771-5371.

SPORTS EDITOR (writer-deskman)—Now in 8th year with prize-winning major daily. Go anywhere for right opportunity. Top references. Box 837, Editor & Publisher.

RADCLIFFE '72 seeks first reporting job — government major — photographer for college paper — Prefe Zone 1 but will go anywhere. Box 824, Editor & Publisher.

READY-MADE NEWSPAPER START young but with aggregate 50 years experience, seeks opportunity to produce existing or new publication. Turnkey venture offers Managing Editor, sports editor, photographer and contributing editor experienced in all phases of newsgathering and production. Advertising personnel also possibility. Available immediately. Price negotiable. Now located in Zone 1. Call (610) 877-6792 or write Box 817, Editor & Publisher.

NEWSMAN, 7 years all-around reporter and copyreader 1 year, all of the same mighty middleweight in state capital city. Want a crack at the big time. Lucid, fast, accurate. Box 74, Editor & Publisher.

YOUNG employed reporter, broad background, ambition and BA seek position on medium or large daily, outdoor or environmental writer. Zones 7, 8, 9 or 1. Box 811, Editor & Publisher.

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Cotton is the country's Number One textile fiber, accounting for 35% of the market. It supplies 45% of the apparel market, 32% of the home furnishings market, and 26% of the industrial fabric market.

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That's why it is essential for cotton to continue as a strong, viable industry.

What if the cotton industry disappeared?

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NEWSPAPER IN THE CLASSROOM PROGRAM

Creating Tomorrow's Leaders



"Our problems are many and the newspaper is invaluable in keeping every citizen informed. I sincerely think that the newspaper is a valuable resource that should be used in every classroom."

Brent Earwood, left,
Coleman High School, Memphis
NIC essay contest winner

"Newspapers represent the development of man's desire to communicate. I have come to appreciate the role of the newspaper in my present education, and continuing education once I leave school."

James Goines,
Douglass High School, Memphis
NIC essay contest winner

Four years ago The Commercial Appeal joined hundreds of Mid-South educators in the Newspaper in the Classroom Program. It was the beginning of an exciting adventure in learning for the more than 517,000 students, in some 450 schools, with 3,675 teachers, in Arkansas, Missouri, Mississippi and West Tennessee.

During those four years, NIC students have shown a viable interest in wanting to learn and have made

substantial improvements in their reading comprehension and fields of knowledge. The continued growth of this program shows the entire Mid-South has an interest in this innovative and relevant teaching method.

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